

A Year of Hardware Windows



Wisconsin Retail Hardware
Association

Mike Jackson

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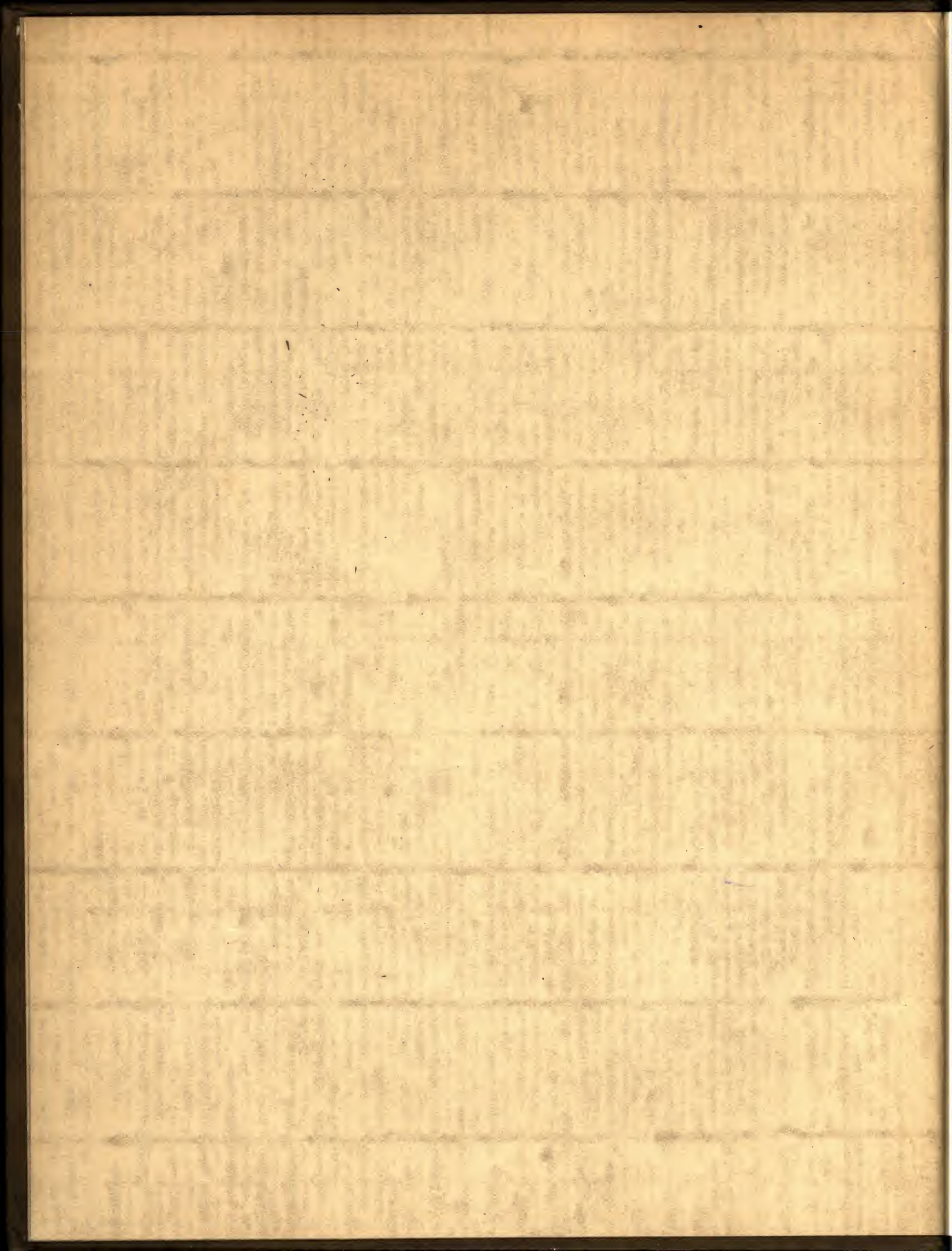
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Mike Jackson, FAIA



A YEAR OF HARDWARE WINDOWS

A WINDOW FOR EVERY WEEK IN THE YEAR. SPECIAL
DISPLAYS FOR VARIOUS SEASONS. BUYING SCHED-
ULES IMMEDIATE AND FUTURE AND OTHER
INFORMATION FOR THE RETAIL
HARDWARE MERCHANT.



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Wisconsin Retail Hardware Association

Foreword

To the Retailer of Hardware

THE OBJECT of this book is to stimulate interest in the greatest of all salesmen—the show window.

The ideas advanced in its pages are not as those of one man. They represent hard thinking by many men of admitted success in the field of retailing. To all of these, we are duly grateful for their assistance rendered.

The windows shown in this book were not trimmed in the back end of a store and photographed in one, two, three order. Each and every window did full duty in selling merchandise by bringing interested patrons into the store. They were tried and not found wanting.

Other information kindred in nature and of interest to the thinking business man, has been added.

With due apologies this book is submitted to you for use in your business.

Selling More Through Your Windows

THE VALUE OF DISPLAYS

The show window is the face of the store. How little the average merchant cares whether it smiles or frowns at the public. Did you ever observe in the shopping districts of the big city how a dull, uninteresting window does not bring any prospective customers into the store. Past it hurries the heedless stream for it frowns on the passerby. Down the street is another window that smiles at you in its attractiveness and through its brilliant lighting. People may hurry by but they turn their heads as they catch sight of it. Some hesitate and enter. Many go in at once. They do it because the window is clever, compelling, alluring.

Some merchants estimate that their windows make 30% of their sales. Others in larger cities place the figure at 50%. The sales value of the show window increases or decreases with the size of the town. Yet the selling power of a window featuring a clever display cannot be over estimated in any town or city, no matter what the size.

The store window may be said to be a device for helping to sell merchandise to the person who passes by. It is, therefore, of interest to know how pass on the average day in front of show windows many people in towns or cities with a known population. A certain research bureau has made repeated tests with the results given in the tables which follow:

| No. of Inhabitants in city | No. passing window in twelve hours |
|-------------------------------|---------------------------------------|
| 1,000 | 178 |
| 2,000 | 356 |
| 3,000 | 534 |
| 4,000 | 712 |
| 5,000 | 890 |
| 10,000 | 1,780 |
| 15,000 | 2,670 |
| 20,000 | 3,560 |
| 25,000 | 4,450 |
| 30,000 | 5,340 |
| 35,000 | 6,230 |
| 40,000 | 7,112 |
| 45,000 | 8,000 |
| 50,000 | 8,900 |

From these tables you will gain an idea of how many people look into your windows, or would look into them if they contained attention-getting displays, during the period of one day.

At a recent investigation, 75% of the hardware men questioned, designated window displays as their best form of advertising. The show windows were unhesitatingly declared a tremendous power for sales making. As an example a town of 15,000 inhabitants located in Massachusetts, was selected. Here three hardware merchants did the hardware business of the town, with no increase or decrease in business as the years went by. One of the hardware merchants being sort of more pro-

gressive than the others, decided to do some improving, so about five years ago he tore down an outside brick wall of his corner store and set in its place 100 feet of modern display windows.

Today this merchant owns a four story building housing one of the most successful businesses in Central Massachusetts, even in spite of the fact that there are now eight hardware merchants in the town. It is presumed that the show windows are largely responsible for this change.

If this is true then a hardware merchant can not afford to neglect his show windows. He must study the problems of window trimming and then devote time, effort, and some little money if he wants to forge ahead in his business, through this medium.

HARDWARE WINDOWS

What developments the last few years have wrought in hardware windows! The "helter-skelter" display is fast disappearing. Windows with every article in the store tossed into them, are rare. The merchant is rapidly learning to realize that "as the windows, so is the store". Picture some of the beautiful hardware windows as seen today in some of our better stores. Here in one we find a deep red plush background as a setting for a single range. And here again is another window with appropriately decorated series of screens, forming a happy atmosphere for ten or twelve bright shiny percolators, radiating in their brightness. Other examples of the artistic as found in hardware windows can be quoted but space will not permit. In these windows the principles of display which were totally violated in the windows of the olden days, are rigidly observed and eloquently applied.

Perhaps if any one of us were to attempt to recall some of the ludicrous window displays we have witnessed, it would be diamonds against bent horse shoe nails, that to our minds would come some display we saw in a hardware store in the years gone by.

Originally hardware stores were stores for men. Farmers and mechanics traded there. But there has come a change in the selling program until today the store that wishes to be progressive directs its sales campaign to the housewife and rightfully so.

Women can be brought into the hardware stores. Live proofs of this are to be found today where hardware dealers are earnestly endeavoring to create a feminine interest in their store. Hundreds of women are being served today—quite a contrast to yesterday when women were indeed strangers inside of the doors. This has been accomplished largely through the show windows of the stores which are now the very opposite of the conglomerated mass of indefinite things found in the

windows of the hardware stores of our forefathers.

Who of the hardware merchants of today, but can recall windows containing lawn mowers, cultivators, plows, pitch forks, milk pails, clothes lines, chicken wire by the roll, carpenters' tools and furnace supplies, all piled in the same window. Then there was dust—layers of it everywhere, and lest we forget, a large oak case filled with vegetable and flower seeds.

The principle that merchandise well displayed is half sold, applies to a hardware store with even greater force than to the department store. Women are drawn towards that which is harmonious, pleasing, and simple. There is grave danger in over decoration of hardware windows because of the fact that so few hardware stores can afford to employ a display man. Usually the window trimming is forced upon the boss who unloads it unto some clerk or other who has no appreciable conception of display principles.

The result is a breaking out of unskilled judgment, in displays overly crowded with merchandise, and of much ornamentation. Harmony in colors will be lacking and the display will be poorly balanced.

Many are the problems of the hardware merchant today, when he faces the fact that he must make the best use possible of show windows. He must make an effective appeal to the trade which passes right by his door on their way to make purchases of the very goods he has to sell at another store further up the street. Business needs to be coaxed into his store, and the show window is the surest and best medium.

BACKGROUNDS AND FLOORS

If you want to keep your customers and prospective customers keenly interested in your windows you must develop in them a variety of displays. So give less attention to creating a permanent structure in the form of background and flooring, as there will often be times when they will be covered up by temporary decorations and fixtures.

Composition or wall board lends itself to various uses in the show windows. It can be cut into all sorts of odd shapes and sizes to make unusual floor designs. The most common is to cut up squares about 6"x6", painting one half of the number in one color and the other half in a shade to harmonize with the first. Alternate them to create a tile effect covering the entire window floor. A different color scheme may be obtained by painting the other side of these squares and re-laying them occasionally.

Again this may be varied by cutting the wallboard up into diamond shaped pieces or into other fancy figures which you can copy from designs in linoleum or other floor coverings. Again a whole sheet of wallboard can be used, painting squares in alternating colors on it, and covering the entire floor with wallboard. Then some trimmers take these blocks and cover them with veneer paper to

imitate a parquet floor. Paper for this purpose can be purchased from the Paper Mills Company, 517 South Wells Street, Chicago, Illinois. Others cover the wallboard squares with a fabric of rich color, which gives a very beautiful and pleasing effect.

Hardwood floors when used without covering should be kept unscrupulously clean and well varnished. Nothing detracts in such a marked manner from any display as a dull, marred, and perhaps dirty floor in the show window.

In the matter of backgrounds, some merchants feel that once having spent an amount of money for the construction of a permanent background, either paneled in wood or wallboard, that no further outlay is necessary. The contention of others is that no background whatsoever should be used. They want the passerby to look right into the store and see it in all its confusion and disarray. Did any one ever hear of any sales being made from the stock on the shelves or in the show cases because of the view that was obtained by one out on the sidewalk, as he passed by the store? We would presume to think not, and urge every merchant to consider closing up his windows, either permanently, or by portable backgrounds used at least whenever any display of small merchandise is found in the window.

A window entirely closed with wood and glass, has several advantages. Among them are the ability to keep flies out in the summer time. Dust is also minimized and cleaner merchandise is the result. Frost on the windows may be eliminated when they are closed in by boring holes through the sash below the glass, and other holes above, allowing a current of fresh air to come in at the bottom and travel up the glass to go out through the openings at the top.

Then an enclosed window reduces theft from merchandise placed in it. Often the customers find the front of the store without clerks, allowing an opportunity for pilfering of small articles of merchandise that may be found within easy reach.

In the rebuilding of a store front the background becomes an easy matter, for it is then as a rule panelled up in accordance with the plans furnished by the makers of the store front. Wood panels should not extend in height beyond 5½ feet from the floor of the store, no matter what the distance from the store floor to the bottom of the window may be. Glass should be used from this height to the store ceiling unless the windows are made with a ceiling at the top extending from the back ground to the plate glass with prism glass above to admit light to the store. In such windows the wooden background may be of a height the same as the plate glass in the front.

Then comes the question of the use of portable backgrounds used both in windows having no backgrounds, as well as in those that are enclosed permanently. Such backgrounds are easily constructed out of wall board. Different patterns can be cut out and often pilasters are built at the ends representing posts which finish off the backgrounds very nicely.

These backgrounds should be tinted in light colors. They can also be stippled with very little practice. Sprays of artificial foliage, grape vines, etc., when draped on them add immensely to their beauty. Varied effects can be secured in this way which could not be obtained in any other manner. For instance, if you are displaying a range and accessories, a kitchen effect is desirable in your background. First you kalsomine wall-board, set around the window in a plain wall effect, in light green and then with white chalk draw on it the marks outlining the tile. Other simple but efficient effects can be worked out if you will but put a little thought into your window trimming.

Before building up a display, you must visualize in your mind just what background effect would best suit your needs. Let it show a contrast to the display of merchandise. Yet it must conform in color harmony as outlined in another chapter. The ideal background is the one that beautifies the merchandise in the display but does not detract from its sales appeal. It is merchandise and not backgrounds that you have to sell.

FIXTURES AND ORNAMENTS

Window furniture and fixtures are a necessity in order that a variety may be developed in the show window display. Pedestals are the first requisite, and a fixture more often used than any other. Not less than eight pedestals should be found in the window equipment of any store. A fair idea of sizes necessary for use in the hardware store with two windows to trim may be obtained from the list suggested: First, four pedestals made with a two inch post, and with a 6"x6" top and base. These should come in 6-12-18 and 24 inch heights. Then, four pedestals with a four inch base, tapered to three inch, with top and base 8"x8". Here the heights should be 12-18-24 and 30 inches.

Then for raising the center of the display may be built a fixture as shown on page 86 of this book. This consists of a center post about 4' 6" high with a shelf on top about 6"x6". On the post are placed cross bars forming four arms each supporting a shelf 6"x6". The base should be built about 10"x10" in size with four blocks under the corners. This makes it steadier when loaded with merchandise.

Some arrangement is also necessary in order to get away from the boxes of nail kegs, so often found on the floor of a window display in a hardware store. Even though covered with crepe paper such fixtures do not lend any class to the display. Here should be substituted platforms, on legs perhaps six inches high. Adjustable legs may be provided for such tables both 12" and 18" high with good effect. These tables or plateaux (see page 86) should vary in sizes and we suggest three popular numbers, one in 18"x24" top, the others to be 20"x28" and 24"x32". The top which is made of wall-board should be set in a groove and being removable

can be taken out and kalsomined or covered with plushes or velours. Three boards are then provided, one being 10"x28" and 1" thick, the other two being 10"x24" and 12"x30". These are used on tops of pedestals, singly or in pairs. Greater display space is secured in this manner.

Then there is the somewhat old fashioned step-ladder flight of steps that extends from the front of the window well into the back. This combination of shelving is not used as much as in the days gone by. If it is made to fit a window, it should be constructed in two pieces, so as to be more easily removable.

Shelves supported on brackets at the back or side of the window, or glass shelves that have nickel supports or chain hangings, are still found in some windows. They have a few advantages but they can be done away with if pedestals and plateaux are used. In case that you have some old fixtures on hand that you do not wish to discard, you can improve their appearance immensely by covering them with the veneer-paper described in the preceding chapter. A few card stands or easels to hold show cards upright in the window are also necessary.

LIGHTING EFFECTS

To produce maximum results, your windows should be made to work eighteen hours out of the twenty-four. A well lit window becomes the prominent feature on any street, after night. Figures show that 12,000,000 people go to the movies every evening. There is hardly a town in the country so small but what it has at least one movie house. As a result there are more people on the streets in the evening than in the daytime, in many of our towns and cities. People who are out at night are not so likely to hurry. They have time to stop and look into show windows. Thus a display gets a greater opportunity to work for you in the evening than it ever does in the daytime. Yet there are many stores who do not keep their windows lit up after they close their doors and thus neglect a wonderful opportunity for greater sales. There are certain small towns where this rule would perhaps not work out. If the merchant is in doubt, he should test out the number of people who pass his window at night before he decides that he cannot afford to burn the window lights throughout the evening.

To properly light a window means to throw the light upon the goods with the fewest possible shadows. Shadows are avoided by placing the smaller articles in front and the larger towards the back. Avoid glaring lights that shine in the eyes of people who look into your windows.

The window lights are most effective when concealed. This can be done by means of a valance at the top of the window. Reflectors should be used that throw the light towards the back of the window. Suitable reflectors of this type can be purchased from the Curtis-Leger Fixture Company, of Chicago. Lights of proper intensity should be used, and colored lights are not to be recommended except upon the advice of the expert.

The intensity of the lights to be used should be judged by the windows surrounding you. In the vicinity of bright electric signs, or other windows brilliantly lit up, one may have to depend upon color schemes in the backgrounds and the merchandise, to make the window outstanding. Be sure that the rays of the lights are reflected to hit the floor of the window. That will keep them from being thrown into the eyes of the looker.

COLOR SCHEMES AND COMBINATIONS

There must be harmony of colors in any window—even in a hardware window. Pleasing colors attract and hold the attention. Colors can also be used to emphasize goods and seasons. Display bright green in the spring, red and gold for Christmas, browns for autumn, white for Easter and so on.

Colors should be used with caution. The colors on the backgrounds and fixtures must not detract unduly from the merchandise. Backgrounds of neutral tints such as light grays, are therefore preferable. So many rules and regulations are being offered in the use of colors that we can only give a few for your consideration. First let us offer as general suggestions the following:

Use dark colors below light ones.

Use light colors in dark places.

Never use more than three colors in a single display.

In summer use cold colors such as white, light green, light blue, etc.

In the winter use warm colors such as red, light yellow, orange.

White used with other colors makes them look darker and increases their intensity.

Black used with colors makes them look lighter.

The following color contrasts are good: Black on yellow; green on white; red on white; blue on white; and the reverse contrasts are also pleasing.

All through your displays use color schemes and combinations to attract and hold attention. People will admire harmony in colors and will be repelled by glaring discordant ones. You can well afford to study the combinations presented to you in the color cards of paint and kalsomine manufacturers. They are full of suggestions.

COUPLING UP SHOW WINDOWS AND ADVERTISING

Without a doubt, the most successful sales in the retail hardware business are those which receive the greatest possible emphasis from all branches of the store's advertising. This means that not only must the window present an attractive display, the newspaper present the story in an interesting way, but also the interior of the store must continue to emphasize the same thing.

One of the country's greatest authority on the theory of advertising lays down this truth and law:

"We see most easily those things of which we happen to be thinking about, and of which we have had previous experience—but we see with difficulty those things of which we have had no previous experience."

This most important law has a large bearing upon the acts of the merchant in his window and newspaper advertising. Many windows fail "because we see with difficulty those things of which we have had no previous experience".

To make windows most effective it is highly important that prospective customers are made to think about the goods through ink advertising. And the reverse is also true. An advertisement backed up by a display of some of the merchandise in a window, and featuring the points emphasized in the advertising, becomes a sales force of consequence. So it is "good business" to first couple up your advertising in your newspapers with that of the manufacturers, and then show the same merchandise in your show windows. This more than doubles the force of your own advertising, moves more goods for you, and rolls up a higher NET. The price you pay for this larger profit is mainly one of hard thinking.

SHOW CARDS AND THE WINDOW

The show card is the speaker for the window. It tells the looker of the definite features of the merchandise. It puts the punch in the display and clinches the sale. Without show cards, cleverly and briefly telling the story, the window becomes a cold inhuman array of merchandise. It has none of the warming influence of the salesman to create the desire.

Show cards put a human touch in the window. It is no longer so much of this and so much of that merchandise, placed there for your admiration or condemnation. It is rather as if a human individual had gotten inside of the display and was talking to you.

Window cards will not permit of an entire sales talk being placed in the window. The size prohibits anything but a brief message. It must be a real sales message. Just saying "latest thing out" or "special this week" does not help in the sales of the merchandise. It is rather to find a point of extreme interest regarding the article, about its usefulness, its benefit, its utility, etc., that counts. The show card is your salesman and talks for you. Would you waste your time in idle talk? No. So why waste the glorious opportunity afforded the window card to talk for hours every day, to those who pass your window.

Preparing the hand-made card is really a very simple matter. A little time and careful practice, together with patience will make you proficient in show card writing in a short time. Good tools are of course, a necessity in producing good show card work. To start with, you will first want a desk or table upon which to work. This table should be about 3 by 4 feet. If it can be made to incline so

that the front of the table will be lower than the back, so much the better. It should be high enough to work at while standing. The top of the table should be perfectly true and then by tacking a yard stick along the bottom and to the left hand side, with the numerals reading from the left hand corner, the card will be held in position and ruling with a T-square simplified.

A large number of brushes, while very convenient, is by no means necessary. Several red sable brushes of extra quality, sizes 7, 10 and 12 should be enough to start with; others may be added from time to time. When buying brushes for show card work always buy the best—they will prove far more satisfactory and are the cheapest in the long run. The brush should have a handle about six inches long and be round at the ferrule, as this shape allows it to be rolled between the thumb and forefinger in making circular strokes, while also permitting it to be pressed down for increasing the heaviness of the line. Brushes should always be washed out and put away clean after each job.

You will also need an assortment of pens for pen work. You will want both the square and round points equipped with ink-retainer. *You will find a pen a mighty handy addition to your outfit in doing small lettering; also for quick work which may be wanted for immediate use.* The pen ink should always be thin enough to assure an even flow at all times. Cleaning the pen and wiping it dry after each piece of work will assure long life and a saving in time. Good quality bristol board should be used for pen work. The script or italic style of lettering is without question, the simplest to master and as a result is most universally used. The script style of lettering is best for descriptive matter, in most cases, as it is easy to read, easy to execute, and takes up little room. In pen work, the worker should take plenty of time in executing every stroke of each letter. Use an easy definite motion, never a quick jerky one. Master the information first, and speed will come as a matter of course. The greatest strides in pen lettering can best be made by making speed slowly, positively and accurately, and can only be accomplished by systematic daily practice.

For brush lettering you should use *first grade mat board, the kind used for mats in framing pictures.* The reason mat board is more desirable is *because it comes in beautiful soft tones of gray, brown, green, tan,* in fact almost any color you may wish. The commonly used coated card board known as "railroad ticket" is made only in harsh colors that are undesirable for show cards to be used in a first-class window.

There are several good brands of prepared paints on the market specially prepared for show card work and it is hardly advisable to make your own. For pen work you will be able to purchase a special preparation for mixing your ink.

As legibility is the first consideration in a card, it is advisable to avoid freak alphabets as many of them cannot be read by the average onlooker with any degree of ease, and they very often require more time to execute than a standard alphabet.

The lettering of the card should be quite simple and easy to read. It is best to choose one or two good styles of lettering and stick to them. Too many alphabets cause confusion to the eye—as does also too little spacing between words. Practically all our alphabets are descended from two or three parent alphabets, such as the Egyptian or Gothic, and the Roman. Those of the former are characterized by all strokes being the same width, and the latter by the use of the hair-line for certain strokes. You may also buy cut-out alphabets of various designs over which you may outline the letters on the card before painting. However, it is better to learn to do your lettering direct with the brush, for as soon as you master the art you will find this quicker and that the letter will possess more snap.

Your brush should be held easily, between the thumb and first finger, and in an almost perpendicular position. This permits of the "roll" necessary in making curve strokes. A moderate pressure should be used as it is impossible to do good clean work with only the tip of the brush. Always use a free arm motion, for letters made by using the fingers or wrist, are cramped.

In beginning don't try to do fancy lettering—stick to the plain letters until you have mastered them and then you may add a few fancy strokes. Always keep your lettering well centered; that is, leave plenty of margin. Better to make your lettering small and have a good margin because the optical center of the card is always a trifle higher than the actual center of the card and this gives a better effect. The lettering forming each word should hug close together but not run into each other. Each word should stand apart so that it is easily distinguished from the others, but be careful of wide breaks in the sentence that will cause it to be read disconnectedly.

The inexperienced card writer will find that several hours spent in watching a good card writer at work is time well spent. Never try to memorize the letters but give your attention to watching the way in which he handles his brush, and how he gets the results desired.

To illustrate your cards you may well use pictures which appear in your trade journals and current magazines. Very few card writers draw or paint their own illustrations. You can always find a suitable illustration in some magazine to fit your card and by a few strokes of the brush you may make the illustration appear as though painted direct on the card.

In the following list will be found show card messages with a punch. Select from this the article or line or the occasion for the merchandise you are displaying, and under the heading selected you will find wording for a card to fit your window.

Show Card Messages

CHRISTMAS

The Boys' Christmas store.
Why not unbreakable toys?

Get your wife an extra present of aluminum-ware.

It may be sold by tomorrow. Buy it now!

Tools for the boys teach them to work.

You can suit the whole family right here.

Winter sport things make ideal gifts for youngsters.

Pick it out. We'll deliver it Christmas Eve.

You see only part of our stock in the window.

What does your wife need for the house?

Practical and useful gifts? Headquarters for them.

Make her a gift of time—give something electrical.

These electric irons make an excellent gift, specially priced at \$5.00.

Special Xmas selling of tools—avoid the rush—do your shopping early.

Where will the gifts you give this Christmas—be next May? Give a practical gift.

The Christmas gift of permanence. We suggest you give for this Christmas the everlasting gift—a(.....) washer.

Originality in Christmas giving. Here is an ideal gift that will be long remembered.

Gifts that work every day. Check over this list of electrical servants with your Christmas gift.

THANKSGIVING

Everything for that Thanksgiving dinner at moderate prices.

Thanksgiving time is turkey time. Are you prepared for that dinner with the proper needs?

Selection may be made with surety as to the quality and patterns of these worthwhile carving sets.

An opportunity to buy good sized aluminum roasters at a reduction \$.00.

Why worry about Thanksgiving when you can buy the necessary utensils at these low prices at

PAINTS

Paint up and clean up—make your neighbor envy your home.

House paint in all colors \$.00. per gal.

Fall is the time to paint. Come in and ask about the newest color combinations.

That ideal soft velvet finish can be produced with (name) flat finish. Let us quote you a price.

A high grade paint at a popular price—\$.00. per gal.

Paint your floor now, so it will be in shape for winter. We have a variety of beautiful colors to choose from.

STOVES

Stop—one moment please. The best cook stove values are here. Why pay fancy prices elsewhere?

Do you want a range that will keep your kitchen comfortable the year round? Then the (.....) is just what you have been looking for.

Better cooking with a (.....) combination stove. It bakes perfectly. Ask for convenient terms.

Extraordinary value. Six hole (.....) range. Fully warranted. Look at the low price—only \$.00.

A stove that will bake light fluffy biscuits and flaky crusts—that will roast meats to a delicious brown turn. The (.....) is designed to do this.

To keep your kitchen comfortable the year round you'll need a (.....) combination range. Easy to clean—large oven—moderately priced.

WASHERS

The (name of store) recommends the (.....) washer. Ask about its five points of superiority.

The (.....) washer is an expression of modern day progress.

Convenient terms—ask about them.

Cleaner clothes put on the wash line earlier in the day.

The (.....) washer lightens washday labors. Sold on convenient terms.

\$5.00 down will put this (.....) washer in your home. Act quickly.

BUILDERS' HARDWARE

Good buildings deserve good hardware. Ask to see our new attractive designs.

When building, be sure and consult our builders' hardware department for estimates and patterns.

Are you going to build? Before you do, come in and see our complete stock of builders' hardware.

One moment please. Do your storm and screen doors close tight. Let us show you this positive door check.

Visit our builders' hardware department and let them figure with you on your next hardware job.

FISHING TACKLE

Trout season opens (month and day). Have you everything ready.

Going fishing—come in and let us equip you properly.

It certainly is great sport to go fishing with the right kind of tackle. Our stock is complete.

To the one who catches the largest trout of the season with our tackle—will receive this beautiful pole FREE.

BASEBALL GOODS

Play ball—we are headquarters for baseball goods.

Two months of good baseball weather. Here is everything you need.

Everything needed by the baseball player. Look over our complete showing.

A sure thing its a (name of glove). Let us show it to you.

High ones stop in this mitt. Prices \$
Early showing of baseball goods. Be ready
when the season starts.

When organizing your team for this year—be
sure to let us help you.

SPORTING GOODS

Early fall showing of (name of gun). Come in
and let us show you how simple it works.

Duck season opens up (date)—Have you the
right kind of gun and ammunition?

Just a few timely suggestions for hunting seas-
on.

Have you your copy of the game laws? Come in
and ask for one.

Sportsman's headquarters—outing and va-
cation goods.

For your camping trip—guns and ammunition
—fishing tackle, hunters axes and flashlights.

Football—the game they all love. We are
headquarters for football togs.

TOOLS

Making repairs now saves money. Tools you
will need for that repair job.

A pleasure to use it! You will find these ham-
mers have won a real place in their regard for de-
pendable tools.

Good tools for fall repairs. Tool special a
genuine forged steel hammer \$.....

Complete showing of tools for about the home.
You are probably short some of them.

Special selling of (.....) saws \$.00.
Buy yours now.

ELECTRICAL APPLIANCES

Who said it was hot last night? Hot, sleep-
less nights do not exist for owners of (.....)
fans. Only \$.00.

For your summer comfort. Electrical applian-
ces help make your summers comfortable and
pleasant.

Electrical toasters with the flip flop drop
which holds and turns the toast automatically
\$.00.

Electrical labor saving devices an invaluable
aid to the homekeeper.

Put electricity to work! By using these labor
savers.

INCUBATORS

Here is the incubator that will hatch strong,
healthy chicks that live and grow.

The (.....) incubator that will meet
your every demand, can be had in (no.) different
sizes.

The Incubator that will make good—comes in
sizes (no.) eggs to (no.) eggs. Come in and let us
explain its qualities to you.

Have the chicks good and healthy. Use one of
(.....) incubators. We carry a complete
line of poultry supplies.

GARDEN TOOLS

For the spring garden. Everthing you'll need
is included in this display.

Mr. and Mrs. Gardener.—How about your
garden tools.

Your every need for the outdoor gardening can
be supplied here.

You'll get a lot of satisfaction in using such
tools as these.

You'll enjoy your gardening with the right kind
of tools. Look over this complete display.

LAWN MOWERS

Keep your lawn neat and trim with one of these
mowers.

It's a pleasure to cut the lawn with one of these
ball-bearing mowers.

Are you short any of those lawn accessories?

| | |
|---------------|------------------|
| Lawn hose | Lawn sprinklers |
| Lawn shears | Hose stands |
| Lawn trimmers | Lawn rakes |
| Grass baskets | Hose nozzles |
| Hose reels | Hose connections |

Let us equip you.

Lawn hose—the nonkinkable kind—sold in
any length desired.

The right kind of tools for your lawn to make
it spic and span.

Grass seed in packages or bulk.

AUTO ACCESSORIES

Give something for the car.

A Pyrene extinguisher on your car reduces your
insurance.

Everything for the motorist. Special selling
of (.....) tires (sizes and prices.)

For your motoring trip. Let us suggest one
of those camp cook stoves—it sure is a pleasure
to cook with them.

For the motorist! Come in and ask for a free
map.

FURNACES

(Name) saves $\frac{1}{4}$ to $\frac{1}{2}$ on your fuel bill. Let
us show you how.

It didn't make so much difference when coal
was \$3 or \$4 a ton. But now! The (.....)
furnace will save on your fuel bill.

The (.....) furnace is designed right,
built right and sold right. High quality at low
price.

Are you prepared for the coming winter? Let
us figure with you on your furnace—we will save
you money.

FANCY DISPLAYS

Windows of this class may be grouped under the heading of "novelty windows". Many stunt windows are possible in hardware stores as the merchandise lends itself readily to the construction of various displays representing figures of men and women, battle ships, locomotives, aeroplanes and so on. Even the sun, moon and stars have found a place in hardware windows, to say nothing of church organs, and clocks that have been made from articles of hardware, to the amusement of the crowds who pass the store's windows.

Novelty windows get attention. They excite curiosity and sometimes gain for the merchant considerable publicity but much less in sales than he has hoped for. The reason for this is that even though a display of the extraordinary kind will draw a crowd sufficient to block the traffic, it is often not related to the product in a way to arouse a desire for its possession and no one will come into the store to buy.

Simplicity in hardware windows is a greater business getter than the complicated and the novel. It is better to show few articles, than too many. This will apply in almost all instances. Simple windows are more apt to create sales than the one filled to overflowing with an assortment of related and unrelated goods. Then the showing of the merchandise in its relations to its every day use has a greater pulling power than the window where no suggestion is to be found as to the worth of the articles to the purchaser, because of the filling of a need.

Novelty windows have therefore been omitted from this book with the one exception of the base ball window shown on another page. However, this window is so clever in all the details carried out that it is placed among the displays as an example of real hard thinking on the part of a merchant who finds time to trim his windows so elaborately.

GENERAL INFORMATION

This book is not intended to be an instruction book in all the intricate details of window trimming. It is rather a book for the busy man. Windows are shown, to fit any period of time and many special occasions. Through the application of the ideas found in these windows, the hardware merchant or his helper will become a better window trimmer. He will learn while doing, and no time is being wasted in experimenting. The few chapters which have preceded this one, state general principles only, such as will assist one in carrying out the thoughts found in the different displays.

Summarizing what we are trying to bring before you, we find that a good window display is supposed to do four things.

1. Draw the attention of the passerby.
2. To indicate definitely what you are offering for sale.

3. Create a good impression in the minds of the public.
4. To arouse a desire for the goods displayed.

Then in order to give you a definite starting point we urge you to give attention to these requirements which are fundamental in window trimming.

Wash window glass inside and out.

Wash all woodwork and polish the floor.

Remove all unsightly objects such as nails, tacks, wire, strings, etc., from the woodwork.

Paint all woodwork if it needs painting, in neutral tones.

Select window fixtures that fit the hardware lines.

Make sure your windows are well lighted with proper lamps and reflectors.

Do not crowd your displays.

Do not cover up or hide one article with another.

Do not try to fill a large window with small articles. Divide your display into groups.

Get your show windows looking so well that you are proud of them and then keep them that way.

FLOWER AND FOLIAGE

A supply of artificial foliage should be provided for every store. A few potted palms and plants, ought to be a part of your window trimming equipment. Foliage and plants of this kind can be purchased from the Badger Art Flower Company of Milwaukee, Wisconsin, or from the Schack Art Flower Company of 1739-43 Milwaukee Avenue, Chicago, Illinois. Artificial moss can also be purchased from these firms.

DECORATIVE PAPERS

Fixtures, backgrounds, and floors are often improved by the use of decorative papers, giving tile or wood-veneer effects. Papers of this kind may be obtained from the Paper Mills Company, 517 So. Mills Street, Chicago, Illinois or from Schmitz and Horning, 777 East 82 St., Cleveland, Ohio.

LAMPS AND REFLECTORS

Proper reflectors are a requisite in order that your show windows may be efficiently lighted at night. Reflectors suited to any window may be purchased from the Curtiss-Leger Fixture Company of Chicago, Illinois. In their catalog which you can obtain for the asking, will be found tables of windows of different heights and widths, and giving the kind and size of reflectors that are needed in each instance.

Be sure your windows are properly lighted.

Your state secretary's office stands ready at all times to furnish you with any additional information that will enable you to so trim your windows that their value as a selling-power in your business will be greatly increased.

When and What to Buy

THE HARDWARE RETAILER buys hurriedly and without thought. When buying he labors under the stress of constant interruptions as well as the pressure brought to bear upon him by the salesman, whose business is to sell as much as possible of his merchandise.

The schedule for monthly buying which follows is a reminder of goods that become seasonable at different times of the year and which must be bought well in advance, in order that early inquiries may be taken care of. It may be necessary that you modify this schedule, according to the part of the country you are doing business in. Goods seasonable next month in Wisconsin may have to be bought two or three months earlier in Arkansas. The worth of this schedule to you is dependent upon the good judgment you inject into it.

Future buying, when to buy and length of seasons, is presented in another schedule as suggested by successful Wisconsin hardware merchants. Read this carefully and adapt it to your trade and to your territory. Revise it if necessary and write up your own schedule. Place special emphasis on when to quit buying, or in other words, anticipate the end of the season and avoid carrying over seasonable items whenever possible.

A Buyer's Schedule of Seasonable Goods

A schedule of seasonable goods found to be in constant use by the buyer in a certain store in Wisconsin, is printed below. The manager of this firm has found that close watching of this schedule each week as orders are placed enables the buyer to anticipate demand for seasonable merchandise and have the stock on hand when the customer calls for it. It also serves to avert overstocking by warning of the approaching end of the season, after which there will be no longer demand for the seasonable item. The value of the latter feature has been especially emphasized by the merchant who says this list has practically solved his buying problems as they respect replacement of depleted lines late in the season.

FEBRUARY

| | |
|-------------------|-------------------|
| Stone hammers | Incubators |
| Picks and handles | Brooders |
| Sledge handles | Chicken coops |
| Sap pans | Chicken fountains |
| Sap pails | Mail boxes |
| Sap spouts | Pruning shears |

MARCH

| | |
|-------------------------|--------------------|
| Carpenter bars | Milk strainers |
| Hand saws | Dairy pails |
| Spading forks | Milk cans |
| Spray pumps | Axle grease |
| Poultry netting | Cream cans |
| Hinges | Hog rings |
| Poultry netting staples | Rubber hose |
| Rifle cartridges | 14 inch plow files |
| Fuse | Shovels |
| Fishing tackle | Pig forceps |
| Spouting | Roller skates |
| Clevises | |

APRIL

| | |
|--------------------|--------------------|
| Garden hose | Wool twine |
| Garden cultivators | Oil stove ovens |
| Garden rakes | Clipping machines |
| Smooth wire | Fetlock clippers |
| Screen wire | Lawn mower repairs |
| Wheelbarrows | Hoe handles |
| Tie-out chains | Carpet beaters |

MAY

| | |
|--------------------------|--------------------------|
| Pitch forks and handles | Window screens |
| Scythes & snaths | 1/4" rope for hayloaders |
| Grass hooks | Staples for hayloaders |
| Scythe stones | Ice cream freezers |
| Sheep shears | Fly swatters |
| Grass catchers | Fly traps |
| Rubber hose | Chimney doors |
| Hose couplings & nozzles | Oilers |
| Hay rack irons | Sprinklers |
| Corn planters | Hammock hooks |
| Hand grain seeders | Machine bolts |
| Screen doors | Flue stops |

JUNE

| | |
|-------------------|----------------|
| Wooden hand rakes | Cherry stoners |
| Hand sprayers | Collanders |
| Cow spray | Iron Enamel |
| Hay fork pulleys | Grind stones |
| Trip rope | Weed scythes |
| Hay rope | |

JULY

| | |
|----------------|-------------|
| Buck saws | Wash basins |
| Apple parers | Clout nails |
| Apple corers | Pump oilers |
| Coffee boilers | Barbed wire |

AUGUST

| | |
|----------------------|------------------|
| Corn knives | Table spoons |
| Apple pickers | Horse muzzles |
| Husking pegs | Sorghum skimmers |
| Hog waterers | Cornshock ties |
| Steel knives & forks | Fruit presses |

SEPTEMBER

| | |
|--------------------|---------------------|
| Seed corn dryers | Stove polish |
| Galvanized baskets | Iron enamel |
| Scoop shovels | Oil heaters |
| Builder's hardware | Lanterns & globes |
| Kraut cutters | Guns and ammunition |
| Stove pipe dampers | Mouse traps |
| Stove pipe collars | 3-in-1 oil |

OCTOBER

| | |
|-------------------------|--------------------------|
| Axes and handles | Sand paper |
| Cross-cut saw & handles | Corn poppers |
| Cellar window sets | Steel traps |
| Storm sash hangers | Coal hods |
| Wash cord | Fire shovels |
| Roofing caps | Stove boards |
| Roofing nails | Oil cloth rugs & binding |
| Building paper | Stove pipe wire |
| Window glass | Mica |

NOVEMBER

| | |
|-------------------|------------------|
| Splitting axes | Casseroles |
| Steel wedges | Aluminum ware |
| Snow shovels | Crumb sets |
| Tool grinders | Hydrant leathers |
| Wagon stake irons | Silverware |

DECEMBER

| | |
|----------------------|-----------------------|
| Meat saws | Axe stones |
| Silage forks | Cast iron hollow ware |
| Hay knives | Butcher knives |
| Cant hooks | Soap stones |
| Meat choppers | Chain pump buckets |
| Meat chopper knives, | Ice tongs and saws |
| plates and stuffers | Neverslip calks |
| Ice skates | Canning racks |
| Lard presses | |

WHEN TO BUY SEASONABLE MERCHANDISE
AS REPORTED BY SUCCESSFUL WISCONSIN HARDWARE MERCHANTS

| ARTICLE | FUTURE OR IMMEDIATE | LENGTH OF SEASON | WHEN TO BUY | WHEN TO QUIT BUYING |
|--------------------------|-------------------------------|------------------------------|-----------------------------|--------------------------|
| TOOLS | Immediate | Twelve months | As needed | July |
| STEEL GOODS | Future | Six months | October to January | August |
| GARDEN TOOLS | Future | Four to six months | Some say Oct. Others Jan. | July |
| WIRE CLOTH | Future | Five months | February-March | July |
| POULTRY NETTING | Future | Eight months | November or December | June |
| FENCING | Future | Six to eight months | November to January | July |
| LAWN MOWERS | Future | Three months | November | July |
| FLY NETS AND COVERS | Future | Four months | May | August |
| BUILDERS HARDWARE | Divided Opinion | Most say all year some 8 mo. | When needed | September |
| NAILS | Mostly Future | Ten to twelve months | As needed or 60 days ahead | In quantities in October |
| ROOFING | Mostly Future | Eight months | November | November |
| REFRIGERATORS | Future | Four months | October to December | July |
| PAINTS | Divided | All year line | February | House paint October |
| PAINT BRUSHES | Divided | Same as paint | February | October |
| LINSEED OIL | Mostly Future | Nine months | Fall of the year | September |
| WHITE LEAD | Mostly Future | Nine months | Fall | September |
| WRINGERS | Immediate | Twelve months | As needed | September |
| WASHING MACHINES | Immediate | All year around | Futures in Feb. As needed | October |
| COAL HODS | Future | Four months | June or July | December |
| STOVE BOARDS | Future | Four months | Futures in May or as needed | October |
| OIL STOVES | Future | Eight months | February | August |
| OIL HEATERS | Future | Four months | June or July | December |
| STOVE PIPE & ELLS | Future | Five months | February | December |
| LANTERNS | Divided | Six months | May | January |
| GUNS | Divided, many do not carry | Five months largely | June | November |
| AMMUNITION | Future | Three months | May or June | In quantities November |
| BICYCLES | Future, majority do not carry | Eight months | November | July |
| FISHING TACKLE | Future | Six months | November or February | August |
| EAVE TROUGH & COND. PIPE | Future | Eight months | January | November |

Selling More to Every Customer

"SUGGESTED OR COMPANION SALES" are of great importance in the daily business transaction of any retail store.

Every customer is a prospect for a "suggested sale" but the suggestion must be tactfully handled. The customer should not be interrupted by either suggestion or argument while the order is being given. The "Fine work" should come later—but before the transaction is closed. People do not like to be distracted.

A person may walk into a store with the idea in mind of making only a single purchase when undoubtedly there are several other things he or she needs. It is not forcing a sale upon one to suggest these things—it is doing him or her a favor. Probably you are saving them an extra trip to another store as they do not know that you carry these items and are planning to go elsewhere to find them.

Very few people will resent such helpful suggestions—they appreciate them. It strengthens their faith in the store and makes of them firm and lasting friends.

The sales person must be thoroughly familiar with the numerous items that the sale of any one article may suggest. You will find in the schedules that follow, Companion sales items to many of your most staple sellers. Study the lists and memorize them. If necessary write out on small cards for immediate reference, a number of them that are most in season at this moment and continue doing so throughout the year.

Companion or Group Sales

In selling any of the articles listed in the heading in this schedule, the sales person should immediately suggest in an inoffensive way the need of some of the other items grouped with it. Avoid urging a purchase of this kind. Make it rather a matter of interest to the purchaser that he or she view these other articles, that you now have on display.

WHEN SELLING BARN OR HOUSE PAINT SUGGEST ALSO

| | |
|-------------|-------------|
| Shellac | Steel brush |
| Brushes | Ladders |
| Putty | Sand paper |
| Putty knife | Steel wool |

ANY TOOL FOR USE AROUND THE HOUSE WOULD SUGGEST THE FOLLOWING

| | |
|----------------------|--|
| General-utility saw | Block plane |
| Ten inch pipe wrench | Two-foot rule |
| Oil stove | Combination pliers |
| Small tool grinder | Combination automatic screw driver and drill |
| Hammer | Square |
| Nails | Pocket level |
| Hatchet | Ten inch mill bastard file |
| Axe | Six inch slim taper file |
| Chisels | |
| Nail Sets | |

MOP WRINGER SUGGESTS

| | |
|-----------------------|-----------------|
| Step ladder | Tack hammer |
| Window brush | Galvanized pail |
| Curtain | Broom |
| Canvas gloves | Cleaning Powder |
| Long-handled dust pan | Window Dryer |
| Dustless mop | |

CAN OF INSIDE PAINT

| | |
|----------------|---------------------------|
| Paint brushes | Floor paint |
| Varnish Stains | Floor wax |
| Steel wool | Paint and Varnish remover |
| Graining tools | Aluminum and gold paint |
| Sand paper | |

IRONING BOARD

| | |
|------------------------|------------------|
| Inside clothes reel | Galvanized tubs |
| Electric iron | Wash Board |
| Electric vacuum washer | Clothes Wringers |
| Folding clothes rack | Clothes pins |
| Clothes basket | |

MACHINISTS' HAMMER

| | |
|-------------------|--------------|
| Cold chisel | Drill bits |
| Punch | Tool grinder |
| Adjustable Wrench | |

STOVE PIPE

| | |
|-----------------|----------------|
| Stove pipe wire | Oil heater |
| Stove repairs | Thermometer |
| Charcoal | Asbestos paper |
| Fire shovel | Stove board |
| Coal hod | |

WRINGER

| | |
|-------------------|------------------|
| Wash bench | Clothes drier |
| Clothes line reel | Galvanized Tubs |
| Clothes pins | Galvanized Pails |
| Ironing Board | |

IF A CARPENTER'S BAR is purchased it means purchaser is going to tear down some building —probably to put up another—then sell

| | |
|-----------|---|
| Saw | Introduce him to Barn or House Builders' Hardware |
| Hammer | |
| Tape line | |
| Nails and | |

SCREEN DOOR OR WINDOW

| | |
|------------------------|-----------------------|
| Screen door spring | Screen window hangers |
| Brace | Numbering tags |
| Catch | Door buttons |
| Check | Wire cloth |
| Pull | D. P. Tacks |
| Hinges | Door molding |
| Corner braces | Brads or wire nails |
| Screen paint and Brush | |

INCUBATOR OR BROODER

| | |
|----------------|-------------------------|
| Oyster shells | Feeders |
| Leg bands | Poultry fencing |
| Coops | Poultry shears |
| Fountains | Poultry netting staples |
| Sanitary nests | |

FOOD CHOPPER

| | |
|------------------------|--------------------------|
| Coffee mill | Refrigerator |
| Household scales | Utility Knives and forks |
| Bread and cake cabinet | Butcher knives |
| Glass Churn | Bread knives |
| Toaster | Family steel |
| Potato ricer | Bread Board |
| Dish drainer | Utility Set |

SPRING NEEDS FOR FARMERS

| | |
|-------------------------------|---------------------|
| Single trees | Machine oilers |
| Eveners | Axle grease |
| Neck yoke | Canvas gloves |
| Clevises | Horse clipper |
| Plow rings | Fetlock clipper |
| Curry combs and horse brushes | Files |
| Plow pulleys | Farrier's knife |
| Machine oil | Copper rivets |
| Tubular rivets | Rope |
| Riveting machine | Half bushel measure |
| Harness oil | Jack knife |
| Bolts | Nails |
| Cold chisels and punches | Paint |
| Plow hammer | Roofing |

THRESHING SUPPLIES

| | |
|-----------------------------------|-----------------------|
| See that he has all these things: | Gauge glasses gaskets |
| Belting | Gauge glasses |
| Steel Belt lacing | Lubricator |
| Belt dressings | Tank pump |
| Cotton waste | Pump leathers |
| Flake granite | Copper rivets |
| Sheet packing | Log chain |
| Asbestos wick | Padlocks |
| Candle wicking | Babbit |
| Special packing | Melting ladles |
| Valve packing | Blow torch |
| Tubular gaskets | Red paint |
| Globe and angle valves | Shellac |
| Check valves | Sash cord |
| Flue cleaners | Pine tar |
| Speed indicator | Jack knife |
| Lubricator glasses and gaskets | Tinners' snip |
| | Grease cups |
| | Supplies for cook car |

HAY TOOLS

| | |
|--------------------|-------------------|
| Hay carriers | Hay forks |
| Hay slings | Header forks |
| Hay fork—(harpoon) | Hay rack brackets |
| Pulleys | Hay rope |
| Hay knife | |

FARM REPAIR TOOLS

| | |
|------------------------------|----------------------------|
| Hack saw | Combination Anvil and Vise |
| Machine punches | Blacksmith Vise |
| Cold chisel | Post Drill |
| 10" & 14" mill bastard file | Pipe taps and reamers |
| 12" half round bastard file | Stocks and dies |
| 2" slim taper file | Tinners' snip |
| 18" Pipe wrench | 8" Adjustable wrench |
| Set General Purpose Wrenches | |

FARMER WHO BUYS A TOOL IN BLACK-SMITH LINE

| | |
|-----------------------|-------------------|
| Blacksmith pincers | Forge |
| Hoof parers | Blacksmith hammer |
| Horse rasps | Ballpeen hammer |
| Horse shoes and nails | Cold chisels |
| Blacksmith tongs | Files |
| Farrier's knife | |

HALF SOLES

| | |
|----------------------|-----------------|
| Shoe tacks | Taps |
| Thread | Blacking |
| Wax and Hog bristles | Shoe brush |
| Awls | Cobblers Outfit |
| Hart | |

KITCHEN PUMP

| | |
|----------------------|----------------|
| Sink | Sink brackets |
| Trap | Soap container |
| Pipe and connections | Sink drainer |
| Linoleum for floor | |

SPARK PLUG

| | |
|--------------------|---------------------|
| Contact point file | Spark plug wrenches |
| Spark plug cleaner | Emery cloth |
| Carbon remover | Chamois skin |
| Piston rings | |

RAZOR

| | |
|------------------|---------------------|
| Hone | Talcum |
| Strop | Brush |
| Shaving soap | Safety razor blades |
| Extension mirror | |

LACE LEATHER

| | |
|----------|-------------------------|
| Belting | Valve grinding compound |
| Waste | |
| Hard oil | |

AXLE GREASE

| | |
|-----------------|-----------|
| Wagon jack | Neck yoke |
| Implement paint | Brush |
| Eveners | |

PADLOCK

| | |
|--------------|-----------------|
| Hasp | Staples |
| Hammer | Screws |
| Screw driver | Barn door latch |

SHOT GUN

| | |
|---------------|-------------------------|
| Shells | Hunting knife |
| Cleaning rod | Ingersoll watch |
| Nitro solvent | Gun case |
| Game calls | Gun oil or grease |
| Flashlight | Shell vest |
| Hunting coat | Paddles |
| Hunting cap | Decoys |
| Match cap | Compass |
| Match safe | Hunting hatches or axes |

FISHING ROD

| | |
|--------------|----------------------|
| Reel | Bait boxes |
| Baits | Minnow buckets |
| Flies | Trout baskets |
| Hooks | Fish balance |
| Landing Nets | Floats |
| Tackle box | Pair of small pliers |
| Fishing Nets | Lunch hamper |
| Sinkers | Flashlight |
| Minnows | |

SAW VISE

| | |
|-------------------|---------|
| Best saw you have | Saw Set |
| Files | |

HOOF NIPPER

| | |
|-----------------|------------------|
| Farrier's knife | Horse brush |
| Fetlock clipper | Pine tar |
| Horse clipper | Farrier's hammer |
| Curry comb | Horse nails |

STOVE MICA

| | |
|--------------|----------------------|
| Stove polish | Dampers |
| Stove brush | Stove Pipe wire |
| Stove Board | Screw Hooks and Eyes |
| Stove Pipe | |

HALTER ROPE

| | |
|-----------------|---------------|
| Round eye snaps | Harness rings |
|-----------------|---------------|

LAWN MOWER

| | |
|------------------|-----------------|
| Grass catcher | Grass shears |
| Grass hook | Pruning shears |
| Turf edger | Oil can |
| Lawn rake | Sickle |
| Dandelion weeder | Lubricating oil |

GARDEN HOE

| | |
|-----------------|---------------|
| Hand cultivator | Canvas gloves |
| Warren hoe | Hand sprayer |
| Spading fork | Spade |
| Garden plow | Rake |

ELECTRIC WASHER

| | |
|---------------|-------------------------|
| Two way plugs | Electric vacuum cleaner |
| Percolator | Tubs |
| Toaster | Clothes line |

TUBULAR RIVETS

| | |
|-----------------------|-----------------|
| Snap | Harness oil |
| Sewing awl and thread | Riveting hammer |

AUGER BIT

| | |
|--------------|----------------|
| Brace | Pliers |
| Drill bits | Auger bit file |
| Screw driver | |

PRUNING SHEARS

| | |
|--------------|--------------|
| Pruning hook | Insecticides |
| Sprayer | |

GRINDSTONE

| | |
|---------|--------------|
| Pulleys | Small engine |
| Belting | Countershaft |

A Year of Hardware Windows

AS THE NAME IMPLIES you will find in this series a show window display for every week in the year. Many of the ideas embodied in a window designated for a certain period may be carried into displays at other seasons of the year with success.

Again, it may be necessary to advance or retard the schedule offered, owing to the seasonal difference in various parts of the country. For instance, the "First week in May" may become the "Fourth week in May" through the use of this book in a different locality.

So it will also be found necessary to change some of the lines of merchandise suggested for certain windows because of variance in the demands of the trade in different sections of the country, and even in the same state.

The merchant who uses this series with judgment will find in the displays a stimulant for his thinking powers which will result in new ideas, that lead to better show windows of greater selling power.



FIRST WEEK IN JANUARY

Special Offering of Enamelware

SPECIAL VALUES NEEDED

Following the Holiday spending, people are weary of buying. The pocket book is flat and the merchant's hope for sales lies in special offerings at a price saving. The goods featured should not be of the luxury class. Necessities alone should fill the windows and the values should be apparent in every price made.

WHY ENAMELWARE

For lack of something more seasonable, household wares are usually selected at this time. Displays of Enamelware, Aluminumware, Tinware and other cooking appliances are easily made effective, with a minimum amount of time and effort. This appeals particularly to the busy merchant who is knee deep in stock taking at this time. A special discount on the entire line is offered in this window. This is perhaps more effective than pricing individual pieces, as it emphasizes more forcibly an actual reduction in values.

FIXTURES

Pedestals are effectively used in this display. The use of a stained board laid on top of the pedestal greatly increases the display capacity. Note how easily every piece is viewed from the outside of the window. The plateau in the center of the window raises a part of the display about eight inches off the floor. Fixtures of the type shown in this window should be owned by every hardware

store and can be constructed at a very small cost to the dealer.

THE BACKGROUND

A three piece, portable background is placed back of the merchandise. This applies equally in windows that are closed up in the back as well as open. Note the icicle effect obtained by the use of cotton batting across the top of the background. A little artificial foliage assists in beautifying this window. No special treatment of the floor is required.

MERCHANDISE AND SHOW CARDS

Different assortments of ware can be made up. Here the display man has used 2 coffee boilers, 2 tea kettles, 2 coffee pots, 3 pie tins, 2 gem pans, 2 double boilers, 2 bread pans, 1 infant bath, 4 Berlin kettles, 2 preserving kettles and a cake pan.

The show card is a simply worded announcement of the discount offered and should be placed a little higher up so as to display to the passerby the amount of the discount which in this instance is 20%.

ADVERTISING

A small ad featuring the discount in prominent type and emphasizing the quality of the ware is all that is necessary. Tell your story simply and naturally.

May also be featured during the other dull seasons of the year.



SECOND WEEK IN JANUARY

Aluminum Ware Specials

THE IDEA

Profits should be lost sight of during the month of January. Surplus stocks must be moved. Trade has to be coaxed into your store. People who are in a buying mood buy only when offered substantial price reductions. You have in your store many different lines that should be moved. We have selected for this window, Aluminum utensils, because of their attractiveness when properly displayed. This display will get attention from the women of your trading territory.

THE PLAN

This window does not propose a general price reduction on your entire line. It offers leaders in articles which are always in demand. A tea kettle, a double boiler, a preserving kettle, a percolator and a combination cooker are quoted at specially low figures with prices prominently displayed. There is no crowding of the merchandise. Just enough articles have been placed in the window to emphasize each item offered. It's a window that pleases the eye and that leaves its impression upon the minds of those that view it.

FIXTURES

Four or five pedestals of different heights may be used. Note the substantial base on each of these used in this trim. Avoid the monotony of all the high ones in the middle and the low ones at the ends. The aluminumware covers the floor as well. Use a divider, if you want to display other merchandise in parts of the window.

THE BACKGROUND

No special treatment of the permanent background is required. The special portable background illustrated on another page, is used. This is very attractive in connection with the bright aluminumware displayed. It lends a tone to your entire display as is so often noted in the windows of the large city stores. The regular floor of the window is all that is required but be sure that it is as clean as you can make it.

MERCHANDISE

The items of merchandise necessary to properly trim this window are 4 tea kettles, 6 percolators, 14 preserving kettles, 4 double boilers and 4 combination cookers.

SHOW CARDS

Small cards possibly 8x10 of white cardboard neatly lettered in black are all that are required. The five cards shown state the name of an article and the price. All the cards are headed "Aluminum Sale". No ornament or border is used.

ADVERTISING

Coupled with this sale should be newspaper advertising using small cuts to feature the special priced merchandise. This should appear in the papers on Friday preceding the Monday which is the opening day of the sale. Preferably the windows should be trimmed Friday evening with a special card, displayed all day Saturday, stating that the sale opens Monday morning. Good results should be noted.

This window may also be featured during the last week in July or the first week in August.



THIRD WEEK IN JANUARY

Selling Special Items

FEATURING VALUES

Again the idea of bidding for business by means of specially priced merchandise is predominant. The merchant feels that business can be stimulated by such means. In the special offerings of the preceding two weeks, complete lines have been shown and priced at a reduction. In this instance emphasis has been placed on two items only. A bulls-eye is made of the boilers—only one kind at a very low figure. Naturally a window of this kind appeals to the one in need of a boiler. Fewer lookers and more real prospects for sales should be the result.

HOW PREPARED

The fixtures used are four pedestals and the plateau. Drapery of velvet or velour around two of the pedestals and on top of the plateau lends tone to the window. Merchandise assumes "Class" when shown in such surroundings. With fixtures on hand such as are used in this window the trimming becomes but a simple matter, and yet the window is an effective sales medium.

BACKGROUND

The portable background used in the window the previous week is placed back of the merchandise. Portable backgrounds like this serve the purpose of bringing your display close up to the person in the street. Through its use the whole depth of the window is not used. Every merchant

should have a portable background, one that lends itself easily to redecoration and a change in color scheme. It simplifies the trimming of the windows to a great extent.

MERCHANDISE

The number of pieces used in this trim can be varied both as to kind and somewhat as to number. We caution against overcrowding. The purpose of this window is not to emphasize the numbers in stock of any particular article, but rather to show it to the prospects and make them feel the need of it. In this instance we find 3 wash boilers and 14 waste baskets are all that are needed to correctly display the lines offered.

SHOW CARDS

Two cards are used. The lettering is plain black on white. No frills are attempted. An oblong card lends itself well to this type of a window. Note the prominence of the price figures. With a little practice such window cards can be produced in the average store.

ADVERTISING

Cuts of the baskets and of the boiler would be necessary in order to produce a good ad to accompany this window. Use enough whitespace around the cuts and give the price figures prominence. The ad should precede the window by at least two days.

This display in its many variations is useful several times each year at will of the trimmer.



FOURTH WEEK IN JANUARY

Chinaware and Crockery

STOCK REDUCTION

All through January the customer is being coaxed to buy. Values are being held up in front of him. When the real buying season opens up this is not going to be necessary and therefore all the extra purchases induced at this time become, so to say, "velvet". So let your windows during the month of January, be made up of buying inducements with a view of increasing your trade as well as to help clean up your stock and get it ready for the spring season.

PLANNING THE WINDOW

Selling chinaware and glassware suggests a different treatment than when you feature garden tools or wheelbarrows. Daintiness must characterize any display made. The general idea of this window is to surround the merchandise in the display with a setting that will show off its beauty in the best manner. This display is at once artistic and attractive.

FIXTURES

If you will refer to the photo of window fixtures shown in another part of the book you will find a close-up view of the display stands used on each end. These are easily constructed and lend themselves in many forms of display to a good advantage. The raised center is a series of platforms or plateaux with a pedestal as a top piece. The use of velvet drapery lends the necessary touch.

Two small pedestals are used in front and boards are used on top to increase the display space. No background is suggested.

MERCHANDISE

This arrangement can be featured with Pyrex, Nickel or Aluminum ware. Electric cooking appliances could be shown in the same manner. As to selection of the merchandise a great deal depends upon the lines carried so any direct suggestions naming articles would be out of place. Avoid over crowding the center. The end stands take care of themselves in this respect.

SHOW CARD

Regular and reduced prices are shown in this instance. Some of the prices are labeled on the merchandise. The card mentioning English teapots is thought necessary in order to introduce this line to the prospect. Cards of this type can easily be made with an automatic pen which ought to be part of your card writing equipment.

ADVERTISING

In an ad to accompany such a display, nothing will be accomplished without a showing of prices. Figures can be emphasized by heavier type faces and your instructions to the printer to that effect should be explicit. A cut illustrating one article of each line should be a feature of the ad.

This display may be featured again in July.



FIRST WEEK IN FEBRUARY
Display of Interior and Household Paints

WHY PAINTS

There is a time and place for everything and for interior painting and the refinishing of household furniture there is no better time than this month. Customers in farming communities should be urged to decorate the interiors of their homes and to stain and re-varnish furniture before the rush of the summer work is on. It should be easy to interest such paint prospects because of the lack of other work to do at this time of the year.

THE PLAN

Several variations of the one shown may be adopted. Colors must be shown in order to interest the buyer. Unfinished and finished boards, or old furniture may be featured. Pictures of home interiors neatly decorated add to the sales value of this window.

FIXTURES

Pedestals and platform as usual are all that are required. Pedestals on either end are built in by paint cans. A raised center of platforms, brings the manufacturers cut out up to the level of the customers eyes. The floor is tiled with squares of wall board described on page 4. The display is built against the regular background.

MERCHANDISE

In this window, flat wall paint, floor paint and Interior House paint is featured. A number of cans of each size are used. Stains and varnishes could be shown, as well as household colors in small cans. The number of cans used will depend upon the size of the window.

SHOW CARDS

Samples of colors as furnished by the paint manufacturers are needed. Window cards for this type of a window are best obtained from manufacturers. In the event of using a piece of lumber partly finished and partly in the raw, or a piece of old furniture showing one half of it refinished, then cards calling attention to these features must be lettered. Make them small so as not to attract too much attention from the merchandise.

ADVERTISING

Sell the idea of a beautiful home, to the housewife, in your advertising. Also show the economy of refinishing furniture rather than the buying of new. Emphasize the name of your brand of paint. Speak of its record of time-tested and proven durability. Use argument that persuades. Talk as freely and easily as you would to a customer in your store.

Use this display also in the fall of the year.



SECOND WEEK IN FEBRUARY

Incubators & Brooders

BEGIN EARLY

Selling the idea of chickens, eggs and profits, should begin early in the year. Customers must be interested in the money-making idea of chicken raising. The early chickens bring the biggest money and to hatch and brood chickens while the snow is on the ground means a need of the best in incubators and brooders that the market affords.

THE PLAN

In this display two points are emphasized. This is done through the surroundings of both brooder and incubator. The incubator is shown as located in a room in the house. This is true to life as hatching is done in the average farm home, right in the house itself. Again the brooder is placed in what looks like the yard in front of the chicken coop, in just a location as usually would be selected for it. The atmosphere is well selected in both instances and will add to the interest-getting value of the window.

FIXTURES

Nothing much is required in a display like this beyond the fence which is constructed of wall board and then kalsomined to any color you want. Saw dust is found on the floor surrounding the brooder. The artificial trees might be set in closer

to the fence as their location near the incubator is somewhat out of order. Pedestals might be used to feature any certain parts of the incubator that one might wish to emphasize.

MERCHANDISE NEEDED

Incubator displays are often made up of four or five incubators of various sizes, placed one on top of the other. Brooders are also treated in the same way. Just why we fail to understand. How much more emphatic is the display of one incubator and one brooder, so arranged as to suggest to the prospect its actual use and value, rather than trying to emphasize the variety that you may happen to have in stock just at that time. The cry should be "*in order to make better windows simplify your windows.*"

CARDS AND ADVERTISING

Splendid window cards are being furnished by the different manufacturers and you can in no way improve on these for use in your windows. But again, we say don't *overload*. Do not feel in duty bound to display every card you have ever received that has anything to do with incubators to the extent that the merchandise becomes hidden from view.

Use also for first week in March



THIRD WEEK IN FEBRUARY

Laundry Equipment

ALWAYS SEASONABLE

"Blue Monday" appears in every week of the year. Wash day, like the poor, is always with us. There is never any set date when wringers wear out or tubs spring a leak. That is why a window such as this applies now as well as later. There is good money in laundry supplies so you can afford to feature such merchandise several times a year.

HOW BUILT UP

Definite rules would be out of order. General instructions against overcrowding and in favor of placing the goods in related groups might be emphasized. Some fine windows have been trimmed showing women at wash tubs and others sitting around in easy chairs while the "washer" does the dirty work. But the cut-outs of ladies, or figures like in use in furniture stores, are not available in the hardware store. That is why a mere display of the merchandise itself is all that is attempted.

FIXTURES

No fixtures are required in a display of this kind. In variations such as dealers might attempt, use could be made of pedestals, and platforms for raising the center of the display. The floor is tiled with squares of wall board and the display is built up against the regular background in the window.

Trim such a window at least four times a year.

MERCHANDISE

Show a complete line such as you carry. Here we find in this window a mop, wringer, two washboards, a tub, several scrub brushes, two pails, broom, boiler, ironing board, clothes rack, hamper, electric sad iron and a gas plate. In the instance of the last named item an oil stove would be substituted in the smaller town where no gas is found.

SHOW CARDS

While none are shown, yet we believe a suggestion on a card, neatly lettered, referring to "Wash day Supplies" or to "Laundry Conveniences" would not be out of the way. Again an item specially priced or an item or line of merchandise you wish to emphasize, may be featured on the card.

ADVERTISING

We refer you to the advertising schedule shown in another part of this book for greater details about advertising this line. Once more it should be uppermost in your mind to tie together your window displays and your advertising copy, and let one support the other. Much weight is added to your statements made through the newspapers when the quality of the merchandise shown in your windows is fully up to par.



FOURTH WEEK IN FEBRUARY

Aluminum Display

FORCED BUYING

Business frequently needs the stimulation of attractive offerings and special prices. Many dealers feel that January and February are meant to be dull months, and that it would be unethical to try and make them otherwise. Again there are others, and thank goodness they are growing in numbers, who feel that dull months are unnecessary and that by proper advertising and the display of merchandise they can turn business their way no matter what the season.

AN OPPORTUNITY DISPLAY

Bright, shiny aluminumware lends itself to the preparation of an artistic window display. With thought given to the arrangement an exhibit of this type of merchandise should attract the attention of every passerby. In this instance an effort is being made to show a representative line without crowding the window. By use of fixtures this can be accomplished.

FIXTURES

Two 24" pedestals, one display rack, one plateau, and six boards are used. The pedestals are of the ordinary type. The special display rack is illustrated on another page and details are given as to how it may be constructed. The boards used are about 10"x30" in this instance and are covered

with velour. Notice the use of boards as panels, to stand up on end and also the ones placed on top of the pedestals. The center of the display is raised by means of a plateau.

MERCHANDISE

The number of items used can easily be determined by a study of the display. About 55 pieces of aluminumware are used in all. The display will vary somewhat according to the completeness of the lines carried in the store. Use enough merchandise to represent your line, and to get a well balanced display.

SHOW CARDS

Manufacturers' cutouts are almost always available for a window of this kind. They add to the attractiveness of the display. Beyond this, cards should be written to quote special prices or discounts offered. Novelty in cards can be introduced by cutting out ads of this brand of aluminumware from magazines and pasting them on a card board, and then lettering below.

ADVERTISING

Write your manufacturers for special advertising cards featuring their line. This type of advertising is well suited to accompany this display.

This window may be shown in July or August.



FIRST WEEK IN MARCH

Garden Tools

THE DEMANDS OF SPRING

March presumes the awakening of the buying impulses of the customer. Mild weather and the consequent reappearance of Mother Earth, invites those who have felt the restraint of a rigorous winter. The thoughts of the home owner turn to the cleaning up and beautifying of his premises. Tools for this purpose are in demand. The hardware store is the center of interest for those who are in such need. Make your showing early while the enthusiasm runs high. Get the business by showing a larger line, better displayed, and at an earlier date than the department store or the general store.

HOW BEST DISPLAYED

The suggestion of out-of-doors as seen in this display lends the proper setting for garden tools. The leaning of the tools against the fence, without any special grouping of items is characteristic of the articles as usually seen through the eyes of the user. This display gains its greatest strength from its absolute informality of arrangement. It's just a fence and some garden tools like one might expect to find in anyone's yard, and we suggest that any modification of this plan be based upon the same general idea.

FIXTURES

Pedestals and stands are eliminated. The artificial moss such as can be purchased at any store selling artificial foliage lends the effect of green grass. The tools are laid out at random and no fixtures beyond the background, are required.

BACKGROUND

In this instance the fence which forms the setting for this display was made of wall board, with the tops of the pickets cut out as shown. Then paint the strips between the pickets in black. This lends an entirely different effect to this display, than if the picket fence had been placed directly up against the regular window background. A gate can be shown in the same manner and hinged to be left partly open and gravel could be sprinkled on that part of the window floor leading to the gate to imitate the path.

MERCHANDISE

You will need five rakes of various sizes, 1 spade, 1 lawnmower, 1 spading shovel, 1 turf edger, a few child's sets, 1 sprayer, a few hand-weeders, and a spading fork to complete the window.

ADVERTISING

In your advertising play upon the value of exercise which a garden affords the indoor worker. Sell him health through the use of these garden tools, and urge selection of the best tools for the same man buys only the highest class in conveniences for use in his business, in order that it may be the more successful. Small cuts should feature a number of the tools shown, and prices should appear conspicuously in the advertising.

This window also suited for first or second week in April.



SECOND WEEK IN MARCH

Spring Goods

GOOD WEATHER MERCHANDISE

It is difficult to say that a display of this kind will apply everywhere at this time. Much depends upon weather conditions and also in what section of the country or state the store is located. However, this is a display to precede the balmy days of spring, when the "Spring-Fever" period is followed by the desire to clean up and fix up.

NO SPECIAL PLAN

This display is not exactly one of our choosing. It has its strong points as well as its weak. The idea seems to run through this display that a large assortment of merchandise must be shown and rather than divide the windows to include it all in the one window. This window could be very nicely divided into Garden Tools alone, like the window you displayed last week, and a separate display for screens and poultry netting featured.

FIXTURES

In this window none are to be found. That accounts somewhat for the jumbled appearance of the merchandise. A raised platform in the middle and the use of display stands on the ends would serve to improve the window. A portable background is used, mainly because of the style of the permanent back of the window which does not lend it-

self to displays as it ought to. The background should have been raised up at least two feet in order that the scene pictured on it might have instilled in the prospect a desire to cultivate and fence in any little garden plot he might possess.

MERCHANDISE

In this instance it consists of screen cloth, poultry netting, a wheelbarrow, garden hose, lawn mower, and garden tillage tools. The lawn mower, hose and garden cultivators would be better omitted from the display dating as it does into the early spring.

SHOW CARDS AND ADVERTISING

The one show card shown in the picture savors a little of the advertising of the old school. "The Best" at the "Lowest Prices", should not find a place on any cards in the windows of *today*. Special attention should have been called to some tool, or if an interesting price was being named on screen cloth, then why not state the price. An ad to accompany this window would lose all drawing power if prices were omitted.

If a certain brand of garden tools is being featured then the name should be specially emphasized.

Repeat this window with variations in thirty days.



THIRD WEEK IN MARCH

House Cleaning Equipment

CLEANING TIME

A woman awaits impatiently the time when she can begin her periodical cleaning of the house. Let a window full of housecleaning accessories come to her notice and she will then and there form her decision to begin at once. A timely display in anticipation of her desires will bring you some nice business.

WHAT AND HOW

The general plan of this window is to group items of a like nature so that the house wife can quickly select a floor brush, a mop or a scrub pail, etc. Grouping is done by means of wall board panels and stands. Not only is the effect very pleasing but a window arranged as this is, brings every article out of the large number displayed, prominently, before the looker. The ideas incorporated in this display can be used in many other windows where a number of small items need to be shown at one time.

FIXTURES

Two long panels of wallboard are made for displaying the brushes and mops. These panels can be made approximately 12"x60" in size. Then three

round plaques about 30" in diameter are mounted on an angle on pedestal bases and these support dust pans, scrub brushes, and mops.

MERCHANDISE USED

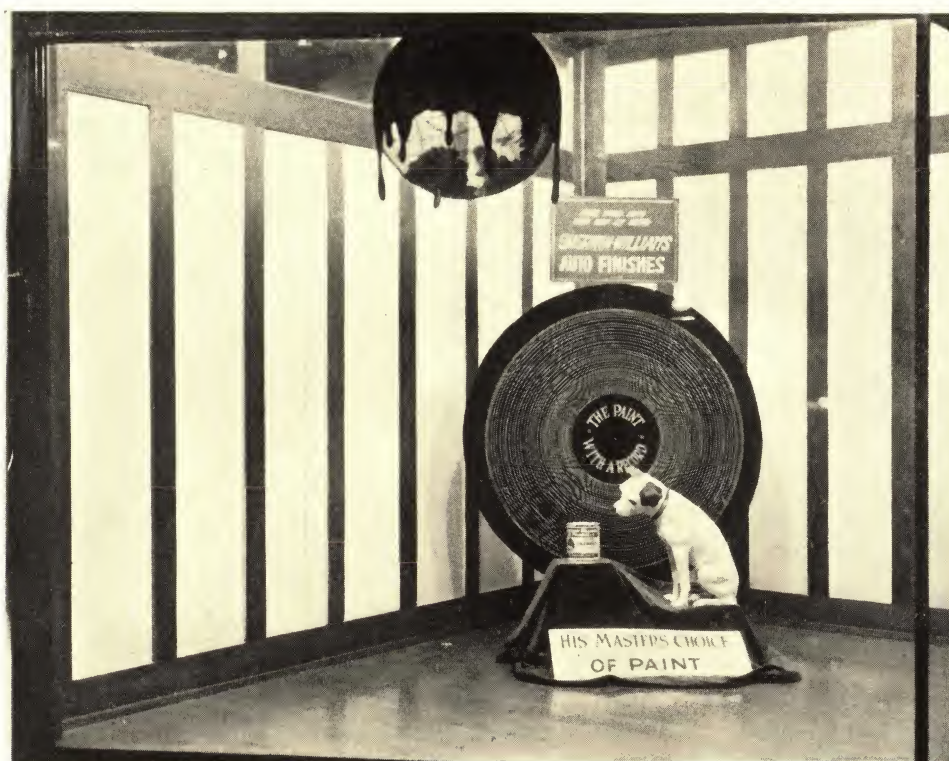
Some of the items useful at housecleaning time, escape the average merchant, when making a display. In this display we find, steel wool, cleansing powders, sponges, brooms, polishing cloths, scrub brushes, floor brushes, duster, mops, mop handles, oil mops and oil, dust pans, mop wringers and pails. There may be other items in your stock of a like nature and if so, they should be included.

SHOW CARDS AND ADVERTISING

Again we believe that an effectively worded show card would add to the value of this window. Why not suggest that "*Housecleaning made easier with such conveniences as we offer*". To lighten the burden of these rather tiresome home duties will appeal to any woman.

A similar train of thought should be started by means of your advertising at this time. Preach the time-saving and health-keeping value of these very necessary elements of the housecleaning season and urge the purchase of them as an economy in every way.

This window to be repeated in early October.



FOURTH WEEK IN MARCH

Paint Window

WHY EFFECTIVE

The appeal in this window is to the attention of the passerby. It is a window that leaves an impression. This window will be discussed by young and old, because of its novelty. It is charmingly simple. It says much in a few words.

WHEN SUITABLE

This trim can be used effectively in any ordinary store window, whenever paint is seasonable. It requires absolute simplicity. Do not spoil by adding anything to it.

FIXTURES

Two boxes under the small piece of black velvet or plush are all that are necessary. Borrow these from a Victrola dealer and you have all the material ready to complete the trim. Your regular background is sufficient but care must be given to the floor. It should not be covered and must be clean—preferably freshly varnished.

MERCHANDISE

Your leading brand of paint is featured by one quart can. Do not use a larger size and do not add any other merchandise to it.

SHOW CARDS

A hand lettered card features the words shown. The record is made of wall board painted black. The lines are made by putting a string on a piece of chalk and making the circles. A stock paint card can be displayed above featuring the name of your paint.

ADVERTISING

Play strongly upon the pride of the home owner if featuring outside paint. Talk durability. Get suggestions from manufacturers, advertising. Have your ad appear on the day you put in the display.

This window may also be featured during the first week in February and second week in March or third week in September.



FIRST WEEK IN APRIL

Lawn Mowers and Supplies

WHEN SEASONABLE

This display has been designated for the first week in April. The time for the featuring of this display will depend upon weather conditions and the lateness of the season. With snow still on the ground it would seem out of place to show lawn mowers and supplies. So it is left to the good judgment of the merchant to vary the time of these displays suggested, bringing them on as nearly as possible at the opening of the season of such goods.

THE IDEA

Of course, it is to sell lawn mowers. But first you must create interest in green grass, and the warmth of spring weather. The chief thought around which this display is built is not that of lawn mowers, but of the conditions which make lawn mowers a necessity. Can anyone question the working out of this thought successfully in this display? It is most suggestive.

FIXTURES AND BACKGROUND

Most prominent to the eye is the trellis work built of strips of wallboard, kalsomined white and fastened to ornamental posts purchased from the local lumber dealer. Boxes covered with green crepe paper form the stands for the flowers. Pedestal could be used in this instance as well. Artificial foliage on the trellis work and real flowers and small

evergreen trees lend to this an air of real out of doors. The floor is covered with artificial moss. The china dog and the manufacturers' cut out complete the necessary items.

MERCHANDISE

Only one mower here is worth more than a dozen. Again we must emphasize that the object of a window is to create an interest in the need of a mower rather than in displaying the entire line. A hose reel connected to a hose leading in under the fence is the only other item of merchandise found. Too many items, even such as would accompany this type of a display, would spoil the simplicity and effectiveness of this window.

SHOW CARDS AND ADVERTISING

Manufacturers' cards are in this instance found in the upper part of the display. A price card is shown attached to the mower. An improvement could be made by mentioning on this same card a single prominent feature of the mower such as might prompt desire for ownership. Study your merchandise before making your card signs for a window of this kind.

Good advertising copy can be had from the manufacturers introducing the line you handle. Talk ease of operation and quality of work done by the mower.

May be shown in early June.



SECOND WEEK IN APRIL
Builders' Hardware Display

THE REASON

The home owner as well as the contractor should be interested in good hardware for the home. At this time the thoughts turn to home building and to the general improving of houses, already built. Without definite suggestions received through the eye, the average person cannot visualize their wants in builders' hardware. In this instance, a specially attractive display will have the strongest appeal. This display warrants your best efforts because of its seasonableness and because of the good margin that should be obtained on this class of merchandise.

WHAT PLAN TO FOLLOW

Merchandise should be shown in much the same setting as it will occupy when in actual use. Lock sets are best featured by the setting of the knobs and escutcheons on panels or boards resembling that portion of the door which contains the lock. Sash lifts, push plates, butts and hinges are all subject to the same treatment.

FIXTURES

Two low pedestals and two high ones are noticed. A very effective use is made of a thin panel or board which is laid on top of each of the high pedestals and which trebles the space on top of each one also giving a much better appearance to the display. This board should be frequently used in other displays in connection with the use of pedestals. Any good board nicely smoothed off and stained to the same color is all that is necessary. The size may be from 30 to 36 inches long and from 8 to 12 inches wide. A number of lock sets mounted on panels such as furnished by the manufacturers are displayed. The rest of the fixtures will be described under the heading "background".

This window may also be featured preceding the usual fall repairing of homes.

BACKGROUND

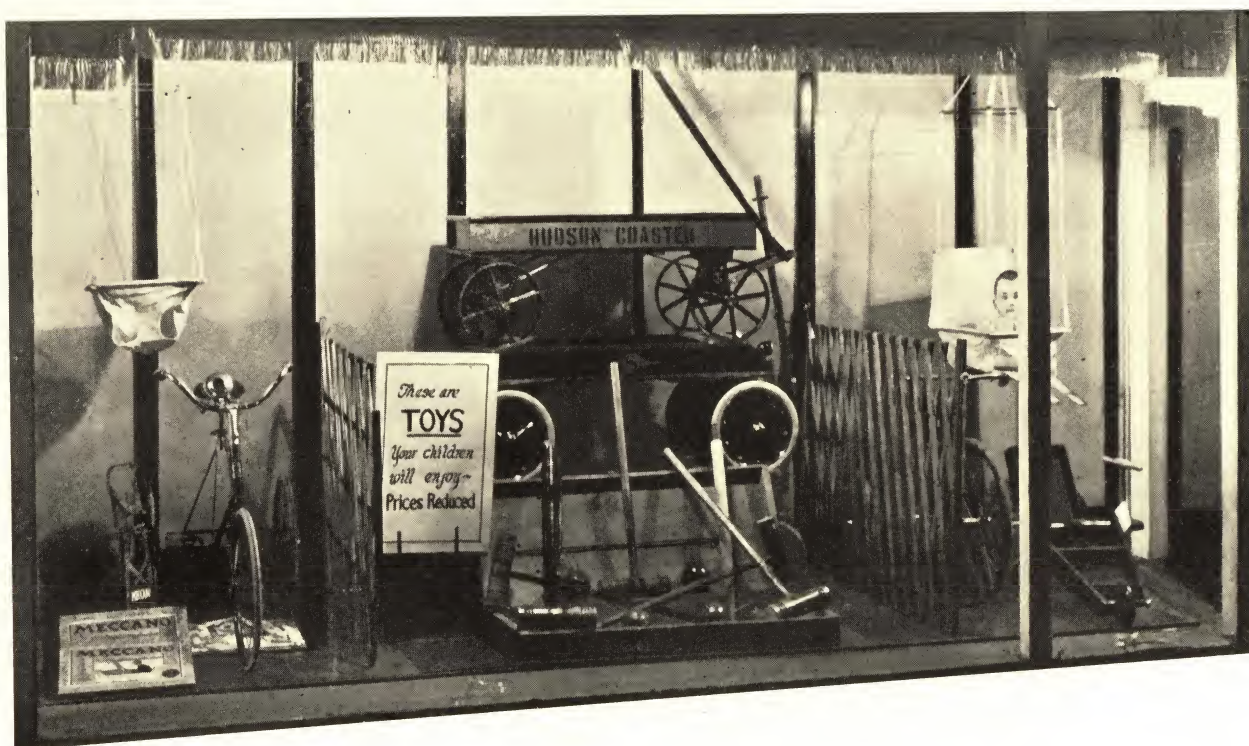
Three wall board pilasters were constructed. The picture indicates a size of about 10 inches wide and 4 feet high. One front panel and two sides is all that is necessary, the back being left open. These are then kalsomined white with green ornaments. A little artificial foliage is fastened to the top of each pilaster. Instructions will be found in another part of this book as to where this foliage can be purchased. The pilasters are then set about 3 feet back from the glass in the window and to the back of them is fastened a sheet of wall-board kalsomined a light grey. The word "Corbin" or any other name you may wish to substitute is cut out from wall board and tinted to match the rest of the window. Tiled squares of roofing colored to match are used in the floor of the window.

MERCHANDISE

Always, a show card tastefully written and containing slogans or other selling appeals should be used. A very creditable card can be made by using a white cardboard, pasting on it a cutout of a nice home in one upper corner and perhaps a garage in a lower corner and lettering in between. Show cards should be a feature of every window.

ADVERTISING

In advertising builders' hardware try to reach the home owner rather than the builder, or the contractor. Feature the "Re—hardware" of old homes as well as the use of good hardware in new homes. Explain the added value of fine hardware in new homes, and how it lends the appearance of greater money value to the house. Emphasize the names of the lines you handle, and build up for yourself a business on a line as nearly exclusive as is possible for you to obtain by the handling of goods not found at your competitor's.



THIRD WEEK IN APRIL

Sidewalk Toys

SOMETIMES NECESSARY

In the spring children get restless. This is a natural effect after a winter of confinement. Bottled energy is stirred up, ready to let loose, at the first sign of real weather which permits outdoor playing. The parents grasp at any opportunity which takes the children out into the open in good healthy play, so are easily interested in any outdoor toy that accomplishes this.

THE PLAN

Your appeal should be directed to the children, who when interested, quickly become your best salesmen. Tempting toys need no special setting so variety is aimed at rather than a demonstration of the use of the toys.

FIXTURES

Very little is accomplished in a window like this by the use of fixtures. A pedestal or two is all that is necessary. The difference in sizes of the merchandise itself lends a variety and effectiveness to the display. The hanging from the ceiling of the baby swings is the only effort made to indicate the use of the article.

FLOOR AND BACKGROUND

The regular paneled wallboard background seems sufficient. The floor is treated with large

squares of wallboard to give a sidewalk effect to the window.

MERCHANDISE

Three wagons are required. Also two velocipedes, two safety gates, two baby swings, one wheelbarrow, one Kiddie Kar, one croquet set, and one set of erector toys.

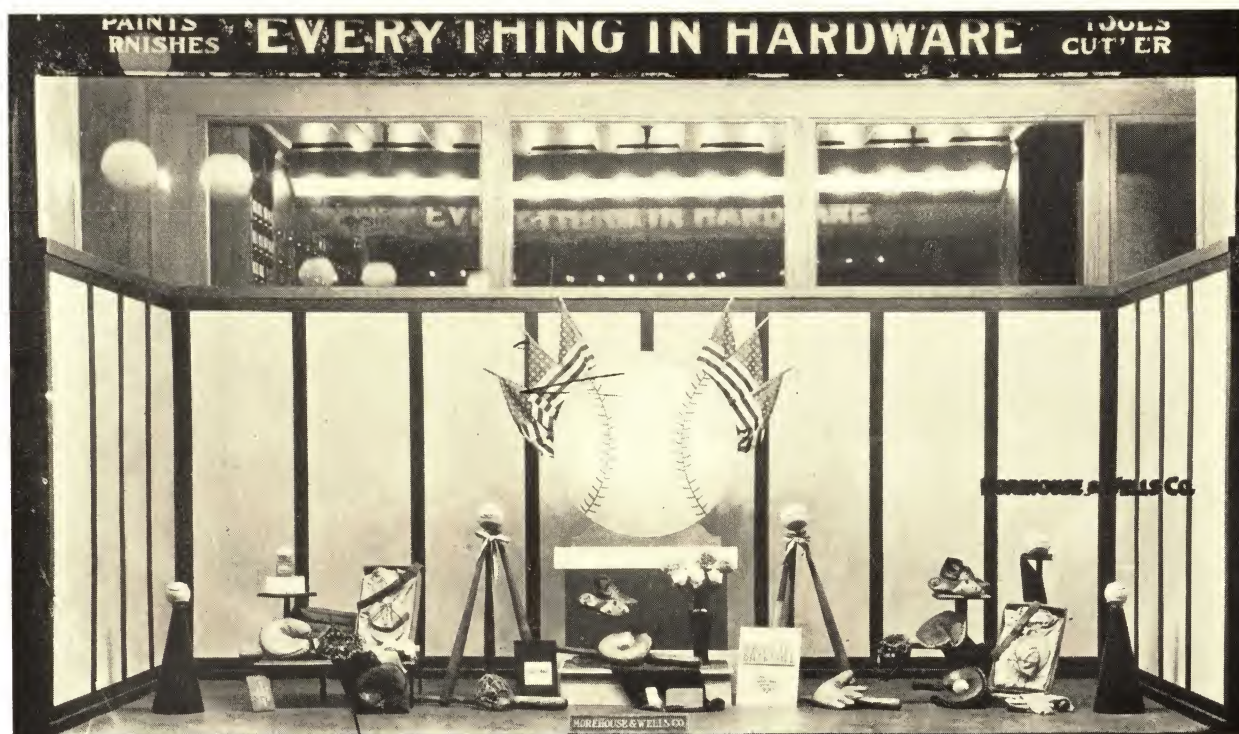
SHOW CARDS

A show card made with black ink on white cardboard is used. A narrow ruled line border gives it a finished effect. Any one providing himself with a couple of good brushes and some show card colors, can soon make a creditable card of this type for his windows. Display cards furnished by the manufacturers may also be used. Read the chapter on show card writing in another part of the book.

ADVERTISING

Toys are a paying line in a store when properly handled. Toys can be made an all year line by properly displaying them and by advertising at the height of the season. A business stimulator of this kind should receive its share of newspaper space at this time of the year. Use cuts and prices freely.

May be duplicated again in May.



FOURTH WEEK IN APRIL

Base Ball Goods

WHY NOT

Many dealers frequently neglect an opportunity found in greater sales of sporting goods. Base-ball merchandise can be sold and is often sold by drug stores and others, because the hardware merchants do not feature it. It is an opportunity neglected, and doubly so if your display is dull and your assortment incomplete.

WHAT TO EMPHASIZE

Base Ball—the word alone gives the clue to the situation. Center your display around the Ball and its accessories. Show a varied line. Do not crowd with cartons and boxes, nor fill the window full of merchandise showing many of the same kind. Get the department store idea into your windows.

FIXTURES

One plateau or platform is being used at the left hand side of the window. Three pedestals are shown, and the megaphones also serve the same purpose. Flags are used in the background together with a large cutout, of a base ball made from wall board. The ball is painted white and the seams are painted on in brown. A base for the ball to rest on is cut out of wall board and painted. A vase and some artificial flowers together with a piece of velour for draping, complete the trim.

MERCHANDISE

In this window are found, nine bats, two balls, four indoor baseballs, five mitts, several gloves, two masks, two uniforms, two pair of shoes, a book of rules and a breast protector. The assortment of merchandise used will vary according to the goods carried in stock.

SHOW CARDS

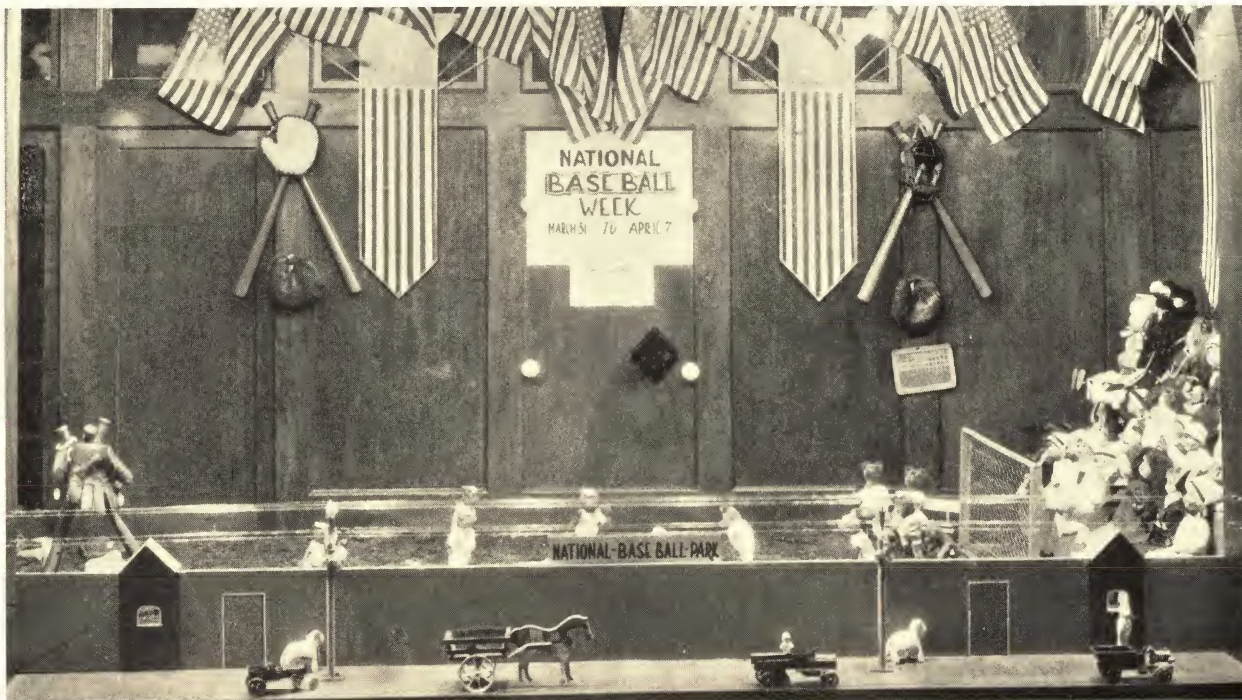
The signs used are dignified to harmonize with the rest of the window. The lettering used on the larger sign suggests a new style perhaps worth imitating. No price tags are used, as the firm builds its business upon quality rather than price.

ADVERTISING

Get a list of as many of the Senior ball players of the town and write them a personal letter introducing your baseball department. Also get a list of the Junior leagues and the different school teams and bring to their attention your line. Prizes may be offered and contests inaugurated between the different teams. Keep yourself in the foreground by such means rather than depending upon space in the newspaper to do so.

Show again in June.

Base Ball Window

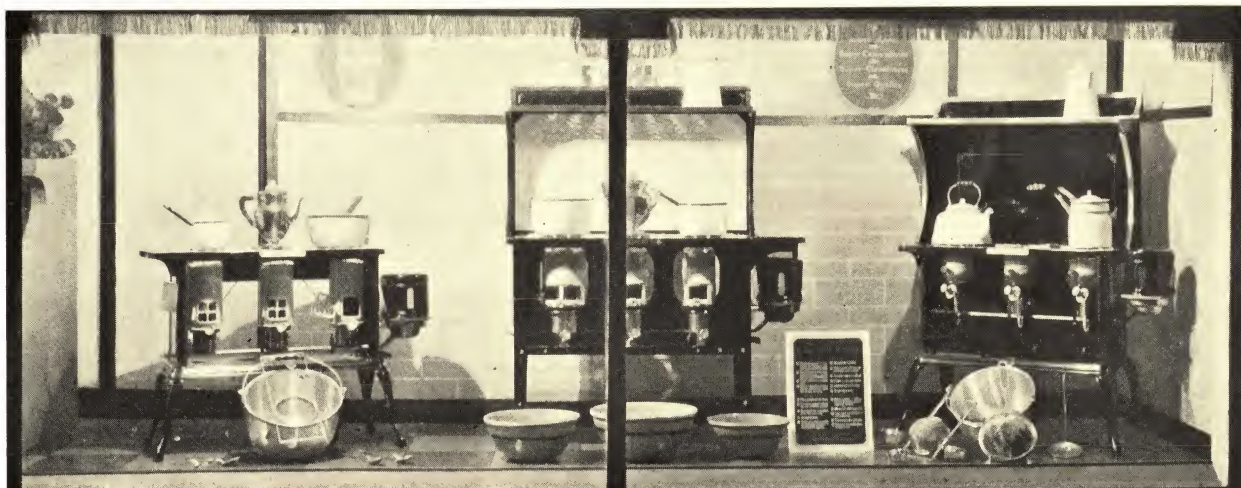


The window as viewed from the front



Another view of the same window

By
C. A. KOHL of Ripon, Wis.
Trimmed specially for National Base Ball Week
PRIZE WINNER



FIRST WEEK IN MAY

Oil Stove Display

NOW IS THE TIME

An oil stove will prove a blessing to those housewives who are so unfortunate as to have to use a coal or wood range in the kitchen during the hot summer days. In the smaller cities where gas is not available, oil stoves should be featured. Then this applies equally well to the merchants in the larger cities who cater to farm trade. It takes a little time to introduce the good features of a new stove, and several displays may be necessary in order to get customers into the store so that you can demonstrate the merits of your goods to them.

AND IN SHOWING THEM

It would be an easy matter just to show oil stoves. Any one can set a stove in a window. But to have the window suggest the convenience of using one of these stoves, is a different matter. Build into your oil stove windows these ideas and your windows will draw trade and sell merchandise. Note in this window the suggestions for fruit canning as well as for general cooking. Interest in a window of this kind can be increased by means of a lighted burner, and a kettle of boiling water hung perhaps six inches above the burner, and kept steaming.

MERCHANDISE

The items in white and white ware are easily distinguishable. Aluminum ware can also be used effectively. Percolators, kettles, double boilers and sauce pans should be used. Then

there are the canning utensils. Mixing bowls as shown are used for straining fruit juices into. Strainers, large kettles, and spoons are also a necessary part of the assortment. A window of this kind ought to have a wholesome effect on the sales of this merchandise as well as that of oil stoves.

SHOW CARDS AND BACKGROUND

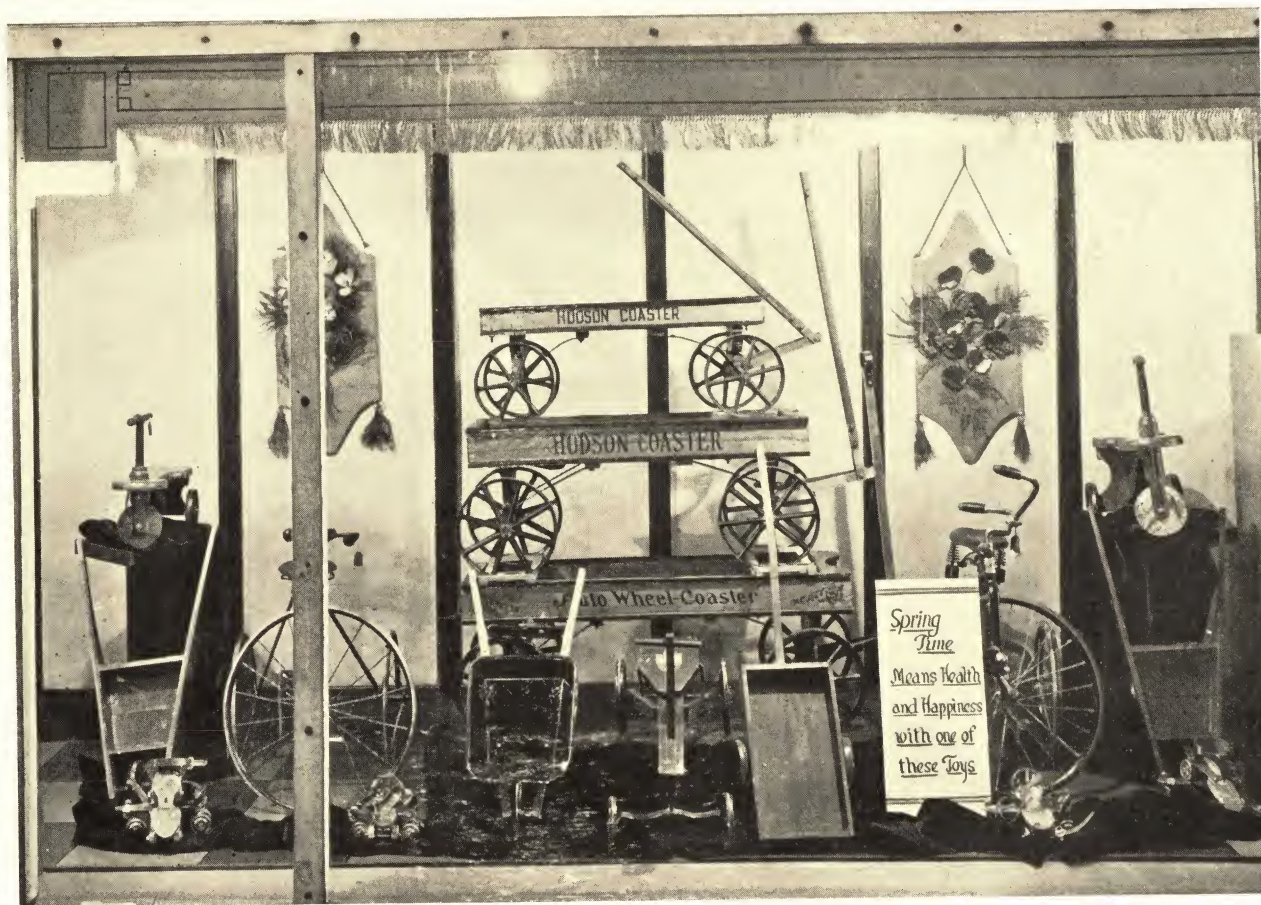
A clever show card numbering and itemizing the outstanding features of the line of stoves shown is recommended. A black card, in a white frame, lettered in white is used. The help of the manufacturer of the line you handle should be enlisted in preparing a card like this. It is very effective.

The background in the window is suggestive of a tiled kitchen and is made of wall board paneled with strips and marked off to show a tile effect. Above are found manufacturers' helps in the form of pictures which set off the display.

ADVERTISING

Again we recommend the use of special plate advertising prepared by the manufacturer of the stove shown. You can write your own ad if you so desire, but do not attempt to prepare any advertising without the use of a cut of the particular stove you handle. Talk freely about a cool kitchen and efficient cooking when using this make of a stove. Forget the technicalities of construction. They do not interest your women prospects.

Show this window also during July.



SECOND WEEK IN MAY
Out door Toys

ONCE AGAIN

Having in mind the health and happiness of the children occasioned through a vigorous outdoor life, we offer to the children and parents outdoor toys of interest to them. Displays of this kind are valuable to you as much as it brings the parents in touch with your store through the efforts of the children. Show your interest in the youngsters of your city and they will build up Good Will for you of dollars and cents value.

THE PLAN

To show the items in an attractive manner is all that can be accomplished. Every article should be easily viewed from the street. Often displays that are built up from the inside of a window are wrong when viewed from the outside. So test your displays and give them a careful going over from the customers' side of the glass.

FIXTURES

Two pedestals and one plateau is used. Two pieces of velour are draped over the pedestals and brought together into the center of the window. Richness is added to the effect by the use of velour or velvet, and every merchant should make at least two pieces each, two yards long a part of his window equipment.

BACKGROUND AND FLOOR

The regular wallboard backing of the window is ornamented by two plaques made of wallboard with sprays of artificial foliage wired to them. These plaques can be used frequently in other displays. The tassels on the lower corners are made of pieces of rope tied together on one end and combed out on the other. The floor is tiled off with wall board squares, the same as you will have occasion to use in numerous other displays.

MERCHANDISE

Three pair of roller skates, two velocipedes, three wagons, wheelbarrows, carts and Kiddie Kars were used. Other items of a like nature may be added.

SHOW CARDS

Play up in your cards the health and happiness of children occasioned through the use of these toys. This is of more importance than the construction of the toys or the price. A card 10"x18" is very suitable. It can be lettered in black on white with the stripes at the top and bottom made in green ink.

ADVERTISING

The suggestions offered under the previous display of Sidewalk Toys applies with equal force at this time. Read page 34.

This window may be introduced during the last week in August.



THIRD WEEK IN MAY

Refrigerators

SEASON DEMANDS IT

Some merchants will feel that the display is somewhat tardy and that Refrigerators should have been shown at an earlier date. Others will question a display of this kind as being sufficient to introduce the refrigerator idea. We will discuss these questions more fully in the next paragraph. Let us say that it is at least a seasonable display at this time and you can afford to give some time and effort to the sales of this and other hot weather appliances right now.

WHY THIS WAY

The plan is simple. Can you imagine anyone buying a refrigerator but who already has a kitchen, and in it a range or gas stove. Immediately the prospect (a lady) pictures the refrigerator as an addition to her equipment. That is why the refrigerator is shown containing such articles of house-ware as are usually found in one of them and in addition a display of a stove and other cooking ware, so dear to the housewife's heart is made. A window of this type has a greater appeal than a mere row of refrigerators of different sizes as shown in the average store window.

BACKGROUND AND FLOOR.

The background prepared for the oil stove display showing a kitchen wall of tiled effect should

again be used. The floor is of tiled wall board of a color scheme to harmonize with the wall behind the display.

MERCHANDISE

Use a good porcelain lined refrigerator when possible. Show it open with White ware or Pyrex dishes on the shelves. The stove and kitchen utensils to one side give the kitchen effect. An oil stove or a range is suitable when Gas ranges are not being sold. A pedestal giving prominence to one item of aluminumware is shown. Use velour for draping.

SHOW CARDS AND ADVERTISING

Notice the beauty of the show card obtained by pinning a spray of foliage in a corner of the card. In a window of this type with the emphasis on the refrigerator, the card should speak of an outstanding feature of the Refrigerator line. Say it briefly and say it well. The same applies to your advertising. Letters should be sent to prospects. Every family building a new home is a refrigerator prospect. The names should be on your list. A small space in newspapers is sufficient. With proper effort put behind, refrigerators become a long season line.

Show this window in the last week of June or the first week in July.



FOURTH WEEK IN MAY
Fishing Tackle

THE IDEA

The lover of the sport is easy to reach at this time of the year. All through the coming of spring he has been having visions of speckled trout, of the gamey bass, and the fighting muscullonge. His interest is keyed to a pitch where a fisherman and his money are soon parted. Who will get the greatest share of this business. The answer is, the merchant with the most alluring display of tackle.

THE SALES PLAN

Thought should underlie every window trim which you have occasion to build. This principle is well indicated in this window, by the grouping of kindred items for comparison as well as for their suggestive power leading to greater sales. The old way of spreading a large number of items all over the floor of the window in a conglomerated mess, such as fails to attract the eye to any one item, is done away with. Panels reclining against the permanent window back are used. These bring the items of baits, lines, reels, and hooks directly in front of the eye. The panels are also removable to another part of the store.

FIXTURES

Two pedestals about 20 to 24 inches high are used. The raised center supporting the cutout of the fish and covered with artificial moss is made of boxes of different sizes and heights. Two lower pedestals are used each supporting a piece of glass upon which were placed a number of small items. The panels are made of wallboard kalsomined to suit, and all items are securely wired to them.

A window of this type may also be featured during the second week in April or preceding the opening of the season of any game fish.

BACKGROUND

No special attention need be given to the background in this window. The floor may be tiled in different colors. Part of it is covered by the artificial green moss. This can be purchased from the makers of artificial foliage whose names are given in another part of this book.

MERCHANDISE

If it is of interest to the fishermen, put it in the window. Rods should be shown extended and in sections. Tackle boxes are interesting according to their interior arrangement. Note groupings of fish lines on one panel, wooden baits on another etc. Larger items find a place on the floor.

SHOW CARDS

In this instance the card announces the opening of the Trout season. Cards can also be used calling attention to any special article in this window. Again price cards would not be out of place, although this is not so necessary in a window of this type. The fisherman enthusiast will pay mostly any price for the article he desires, when his interest is once aroused.

ADVERTISING

Much interest in the advertising of fishing tackle can be created by introducing parts of the Game Laws governing sizes allowed to be taken and also stating the seasons when different kinds of fish may be caught. This information should be coupled up with the descriptions of suitable tackle for the season. Small cuts of rods, reels, etc., can be obtained from the manufacturers and jobbers and should be freely used in the advertising.



FIFTH WEEK IN MAY

Electric Appliances

SELL HOT WEATHER COMFORT

Electric appliances bring hot weather relief to the housewife. Much of the drudgery of the kitchen is overcome by the use of electric sad irons, toasters, broilers and coffee percolators. Be first in your town to push the sale of these items and do it preceding the very hottest time of the year.

HOW BUILT UP

The idea is to show the merchandise in surroundings that harmonize with the brilliant polish and the shiny surfaces of the goods shown. Avoid monotony in the display. Use fixtures and plush or velours. Polish every item. Do not over crowd your windows.

FIXTURES

Five large pedestals and two small ones are used. Three boards are also employed—the middle one resting on two pedestals and carrying two small ones on each end. The whole display was backed up by a velour curtain. A rich contrast was thus effected. This curtain plan is not practical for the ordinary merchant unless he can borrow such a curtain from the manufacturer of the merchandise shown. A background in dark colors will lend distinction to the merchandise shown.

MERCHANDISE

For this display you will require about five percolators, two toasters, two stoves, six sad irons,

three curling irons, and one waffle iron, all electric. Other items shown are one carafe, two vacuum water pitchers, and two casseroles.

SHOW CARDS

The card shown introduces the idea of a special price on electric sad irons. Note emphasis on "Special Selling" and also on the price. You can detract immensely from the value of a show card by failing to emphasize certain parts of the card. A card of this type is very easily written. A variation in cards can be made by cutting out of a magazine page a good illustration of an electric iron or a percolator and pasting it in the upper left hand and the lower right hand corners and then lettering your card accordingly. A small easel is placed in the window to support the card. Be sure that the card does not obstruct the view of any of the merchandise placed in the window.

ADVERTISING

Much can be said about the need of appliances of this kind in every home. Play strongly on the comfort of light meals gotten during the hot weather by means of electric percolators, grills and toasters. Tell of the conveniences of cooking in this way as well.

In describing the individual articles, if you are at a loss to know what to say about them, then turn to the mail order catalog pages and you will find material that you can afford to copy.

Also suitable preceding the Holidays.



FIRST WEEK IN JUNE
Tinware & Canning Supplies

NO TIME LIKE THE PRESENT

The volume of your window sales will depend not only upon the selling power of the window but also upon its seasonableness. The customer has to be given time to look over the merchandise, for he often deliberates for several days before making purchases. So, anticipate the season as accurately as you can. So many of the items in this display suggest Canning season needs that it is well put on at this time.

THE SALES PLAN

Originally this window is planned to sell tinware and Japanned ware. The display is not such as we would have preferred and we urge, rather, the concentration on Canning Supplies only. However, this is a very good window to show up a variety of small items in this ware and it will suggest to the busy housewife many items she is in need of.

FIXTURES

The only fixture found in this display is the stairway arrangement of shelving in the back. This is rather efficient in this instance as it brings the items up into the line vision of the passerby. Pedestals could have been used in the corners, eliminating duplication of some of the items in the

window. The background is of wall board. A large rectangular piece is necessary in order that the merchandise may be sampled on it.

MERCHANDISE

Almost every known article of tinware is to be found in this window. Such a display will in a few instances accomplish its purpose. Many new items may be introduced in this assortment. What to place in this display will in a great measure depend upon your stock.

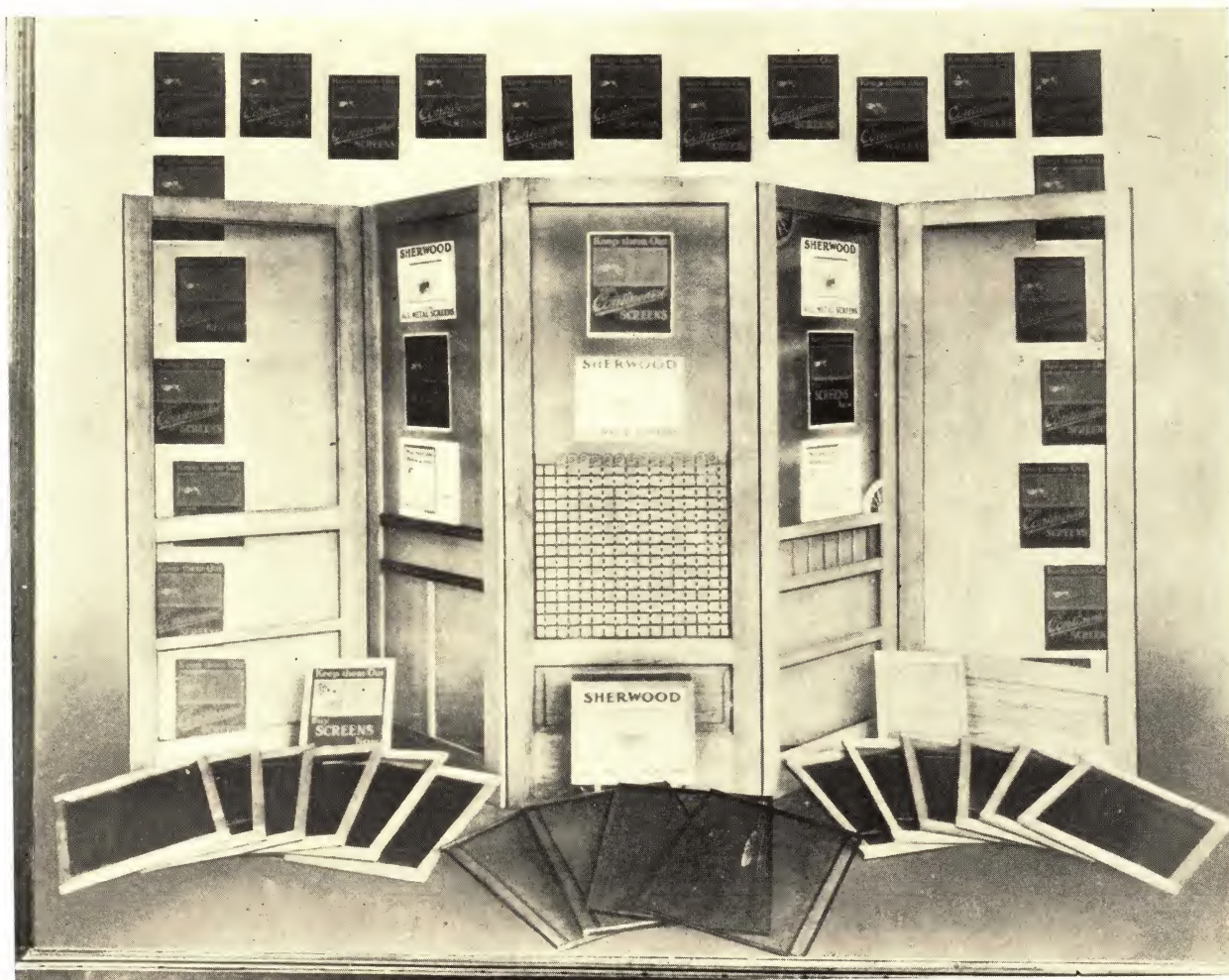
SHOW CARDS

A card stressing the variety of the utensils improve this window. A card such as "every known convenience for the cook" or "check your kitchen needs against this complete assortment" could be shown on a card and would help liven up the display.

ADVERTISING

An advertisement accompanying such windows would have to be in the newspaper and would partake of the department store type. By the way, do you study the ads of the large department stores? They are written by high-salaried men and much thought is given to them. You can afford to use them as models in writing your own copy.

This window can be used during the latter part of August as well.



SECOND WEEK IN JUNE
Sliding Screens and Doors

THERE COMES A TIME

If the flies have not arrived in force until at this time, then there will always be found some who have neglected to put on screens and screen doors, and who are ready to fall back upon the sliding screen and a screen door hung in a hurry. A window of this type not only suggests but also solves the problem of the summer fly. Why not buy right here and now. Such might be the trend of the customers thoughts when he sees this window.

NOT ELABORATE

An ornamental window at this time would be out of place. A showing of merchandise is needed. Sizes may be suggested, but is not necessary, if styles of doors and screens are displayed. This window is sufficiently attractive to get attention.

MERCHANDISE

Five different styles of doors are shown. The zigzag arrangement permits of adjusting this to any window of a different width. The fan shape spread of the screens can be varied to suit so as to fill in the bottom of the window.

All told it is a window that can be trimmed with little effort and that will, owing to its time-liness, sell a goodly amount of merchandise.

SHOW CARDS

Manufacturers display cards are used and out done, we would say, in this instance. The attractiveness of the patterns of the screen doors shown is lost because of the number of cards plastered all over the doors. One card of a kind placed on a card holder in the bottom of the window would be better. In this instance, the sales value of the window could be improved by adding price tags neatly lettered, and fastened on the doors and again by using one card, giving sizes of screens carried, and price on each.

ADVERTISING

Everybody hates a fly. The volumes of literature written on this subject makes it easy to play up the necessity of shutting out the filthy, disease breeding insect. Give prices in the ad and if possible show cuts of the doors. Ask the manufacturer of the doors for help in this matter.

This window may be shown two or three weeks earlier in the season.



THIRD WEEK IN JUNE

Tool Display

ALWAYS SEASONABLE

Tools are an attractive line. They sell more or less the year around. A small display of tools can often be carried as a companion display in a window where the full space is not required. Then there is a nice profit in tools and you will be well repaid for any special attention given to this line in your windows, in your show cases, and sampled on doors on the wall shelving of your store.

TOOLS DISPLAY EASILY

Many clever displays of selling value can be built up around the tools found in ordinary hardware stores. A carpenter or mechanic has a fondness in his heart for tools. Almost any display where each tool can be viewed separately will get attention. Grouping tools may mean greater sales and is to be recommended. Little can be said for any fantastic pictures created from tools. The idea in a show window is to sell merchandise and not monstrosities supposed to represent battle ships, locomotives, or toy cannons, just because they can be made of tools. Show tools so that they are seen right side up and in position as the one who views them from the outside of the window, would want to reach for them.

FIXTURES

In this display we find three pedestals raising a part of the display off the floor. Two of these are covered with velours and the raised center platforms are draped with the same material. This is done to make a background for the tools, which appear to advantage on deep greens or blues. Two smaller pedestals are found at the ends of the platforms. A variation can be had by the use of a set of these such as are included in the window fixtures shown on another page. No special treatment of the background or floor is shown.

MERCHANDISE

Almost every tool usually found in the carpenter's kit is included. The assortment shown in this window will be governed by what you carry in your stock. It is not essential to show sizes unless it is necessary to fill out the display. Be sure that every item is highly polished, free from dust and finger marks.

ADVERTISING CARDS

Tool advertising requires the use of small cuts. A supply of these should be gradually accumulated. Show special items in box effects in your advertisements. Give prices in your advertising. Price the same leaders attractively by using tags in the window. Feature tools often throughout the year.

Make frequent tool displays.



FOURTH WEEK IN JUNE

Aluminum Ware

SPECIAL SALES IN ORDER

Business is lagging. The hot weather makes lazy buyers. Often the merchant begins to lose energy. The result is poor business, beginning about this time and lasting through July and August. Special offerings at real prices will open the customers pocket book. Go on the presumption that there is business to be had and that you are going to get it.

PLANNING THE WINDOW

Much will depend upon the size and shape of the window you are going to trim. The display shown at the top of the page was made in a window above the average in size. A window of this shape must be built up to face two ways. Aluminum cooking-ware is easily arranged. In this instance the special items featured are roasters. These are arranged in tiers and pyramids. They are also shown both open and closed. The eye is impressed by the number of roasters displayed and the passerby will remember this as the outstanding feature.

FIXTURES USED

Several pedestals with boards perhaps 24" to 30" long, laid across the top, raise the center of the display off the floor. A cross tree, or center plateau could be used for the same purpose. Velours draped around the pedestals and extended out on

the floor under the aluminum ware would greatly enrich the display. No special ornamentation of the background has been attempted. Where the window background is not desirable, a portable background may be set in behind the display.

MERCHANDISE

Sales at this time of the year should feature special items rather than an entire line. In this instance the items are roasters. Perhaps you will say that roasters are more seasonable at other times. If so, you can lead off with any other article you may have on your mind. Be sure to have a fair supply of the specials offered so that no one will be disappointed. This display would have been more effective if the Gas range in the background had been omitted.

SHOW CARDS AND ADVERTISING

Manufacturer's window cards are being used to a great advantage. Special window decorations on the background and wall lend attractiveness. Makers of aluminumware as a rule stand ready to furnish excellent show window material if the merchant will use it as he ought to. Then good advertising material in the form of ready made advertising with appropriate cuts may be had for the asking. Give publicity to your sale several days in advance. Let the people know you have specials to offer.

Special Sales boost the dull months.



FIRST WEEK IN JULY

Chinaware and Pottery

A WINDOW FOR WOMEN

Chinaware is of everlasting interest to the housewife. So is crockery and pottery of every kind. A window of this kind would attract the feminine shopper at any time. Merchandise shown in this manner and priced in plain figures cannot help but create sales, even during the warm weather period.

A DIFFERENT PLAN

The center pyramid was constructed with a view of emphasizing certain items. This part of the window is brought closer to the glass and more into the view of the looker. Greater attention is thus centered on the Dinner Sets than any of the other merchandise featured. There is a reason for this and that is that a larger sales volume can be obtained by selling a set of the chinaware, than if only one or two of the other items were sold. A variation of this same idea can be used effectively with other lines as well. Sets of cooking utensils can be made up and shown in the same manner.

FIXTURES

A platform built up of boxes of varying sizes and covered with gray cloth is used in the center of the window. Plateaux of several sizes could be pyramided in the same manner. Then two pedestals with boards laid across the top complete the fixtures used. On the pedestals are jardiniers with

trellis work set in them, covered with artificial foliage. This gives the effect of a flowering plant and is very easily constructed of a few strips of wood, covered with foliage purchased from the manufacturers of artificial foliage named in another part of the book.

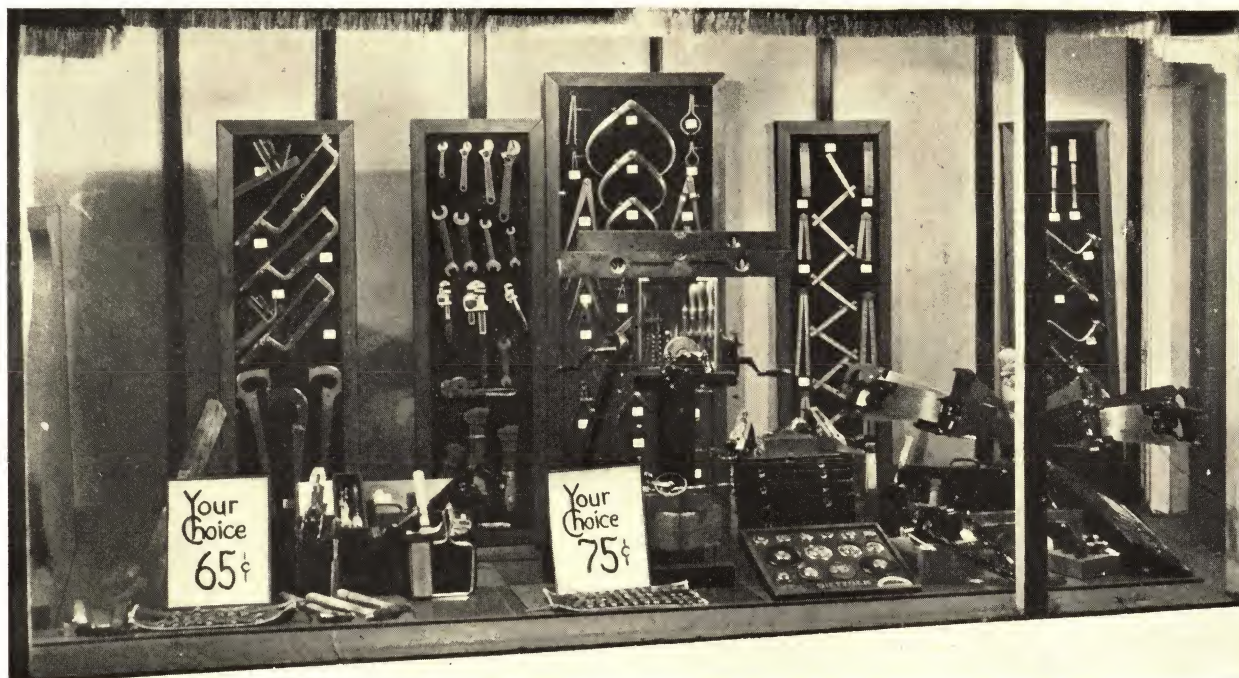
MERCHANDISE

A small and a large dinner set is used. Ten English tea pots and twenty jardiniers of various kinds are shown. Other merchandise may be substituted. It is better to confine it to such kindred lines as Chinaware and crockery. Certain items in cooking utensils might also be featured in the same way, if no chinaware or crockery is found in the dealers' stock.

ADVERTISING — PRICE CARDS

Pricing the dinner sets in the window increases the sales possibilities of this window. Leaders could be made of one or two of the jardiniers and prices displayed where they could be seen from the street. Price has its appeal to the pocket book of limited means. Many would hesitate to go into the store to ask for prices if they were not shown in the window and some sales would be lost as a result. Use cuts in the advertising. Discuss the beauty of the chinaware and the completeness of the sets. Also describe the variety of the jardinieres and enlarge upon the wide assortment of styles shown.

May be shown in advance of the holidays.



SECOND WEEK IN JULY

TOOLS AND SPECIALS

When in doubt, show tools, might be a distortion of the old saying, applicable in this instance. The fact remains that carpenters are building, and mechanics are working at this time of the year. Tools wear out, break and are lost. Your line of tools, well displayed and frequently shown will soon establish your store as the headquarters for the replenishment of the tool kit.

AN APPEAL TO THE HEART

Have you ever seen a carpenter caress a tool that he really likes? How he treasures it. And when it has finally outlived its usefulness he seeks to replace it with one as good or better. So your tools must be made to look well so as to appeal to him. There must be a variety for here, as in other walks of life, even the best of them will differ. Show a wide range of tools, in orderly array, and you will capture the eye of the mechanic shopper.

FIXTURES

Several outstanding features attract people to this window. In the foreground are shown wall-board panels covered with velvet. Tools are grouped and wired securely to the panels. These panels can be made in various sizes ranging from 26 inches to 48 inches, long and from ten to sixteen inches wide. Afterwards they can be removed and

set in different parts of the store. At the extreme right, mounted on a pedestal, was found a moving display. An ordinary bicycle wheel notched to hold eight hand saws was used. The wheel was supported on a bottle filled with sand, the axle resting in a hole in the cork. The saws must be so set as to balance the wheel properly. Then a current was thrown on this from a concealed fan which kept the wheel revolving. Much curiosity was excited as to the possible source of the motion.

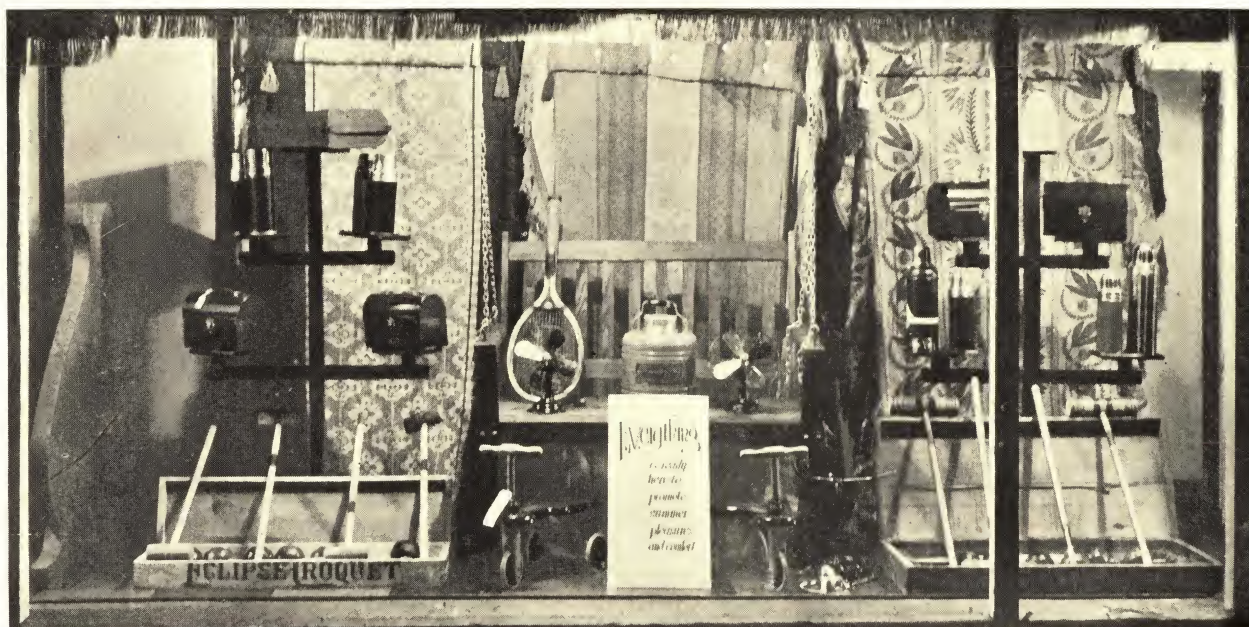
MERCHANDISE

The items shown can be easily picked out from the picture above. A very varied assortment was made so as to interest the greatest number. Wrenches were grouped on one panel, rules on another, dividers and calipers on another, and so on. Tool chests were shown open and grinders were set up as if ready for use. Specials on punches and chisels were offered. A few items such as planes and levels completed the assortment.

ADVERTISING AND CARDS

The advertising was devoted only to the specials. Price was a feature and was shown in bold type. Cards in the window emphasized the exceptional values offered. It was a display that sold merchandise and in the end that is all one can hope to accomplish.

Sell tools the year around.



THIRD WEEK IN JULY

Summer Pleasures

NOW IS THE TIME

Be on hand to offer the vacationist his means of recreation. Make it convenient for him to secure his needs by showing at this time your line of vacation supplies, for use at home and on trips through the country. The tourist and camper is a good spender. He will have his fun and he will not let the expenditure of a few dollars stand in the way of a good time. Cater specially, at this time, to those going on extended trips.

PLANNING THE WINDOW

Make it possible for the one who looks into your windows to see every item in them. Parts of the display must be hung from above. Other items raised off the floor. This display is built high at the sides by means of fixtures and is well balanced.

FIXTURES

Two cross trees are shown at the sides. Pedestals of varying heights can be used in their place. Some of the merchandise becomes a fixture in supporting small items and raising them off the floor. The background is well hidden by the hammocks which in their pleasing colors lend a finished effect to the window. A tiled floor of black and gray wall board squares is used.

MERCHANDISE

Six lunch kits of different sizes are shown. Also eight thermos bottles and one thermos jug. Croquet sets and tennis goods are a part of the appeal to those who spend the vacation at home, while toys to entertain the children are shown. Electric fans are also in the assortment suggesting coolness and comfort for the hot summer day. The porch swing and three kinds of hammocks complete the display. Changes can be made in the merchandise shown depending upon the lines you carry in your store.

SHOW CARDS AND ADVERTISING

Much space can be given to featuring vacation supplies at this time of the year. July is ordinarily a dull month, and the regular trade falls off at this time. That is all the more reason why the merchant should specialize on seasonable merchandise with an appeal to the people in his trade territory. Talk camping trips. Advise of places to go to and the routes to get there. Publish the fishing laws of your state. Emphasize the health giving value of the outdoor trip, when properly equipped with the merchandise you have to sell. Be an enthusiast yourself and let it show in all your advertising. Offer information to the tourist by means of signs in front of your store. Capitalize on this season by telling the people what you have to offer.

Windows like this are seasonable every two weeks during July and August.



FOURTH WEEK IN JULY

Laundry Supplies

ALWAYS SEASONABLE

Like tools, the equipment for the laundry can be featured at various times of the year. Tubs, clothes baskets, ironing boards, and other equipment wears out. Again some become prospects for hand power or electric washing machines from time to time. Sales are realized from the suggestions offered and at this time when business needs stimulation every effort should be made to interest customers in any line that might be considered seasonable. All told, your efforts will result in a nice volume of business which will take the dullness out of such uninteresting months as July and August.

SIMPLICITY IS THE KEYNOTE

No frills are necessary nor are they possible in displaying laundry equipment. The merchandise should be shown in nearly the same position and order as when in use. Electric washers when in motion attract attention. Do not crowd this kind of a window. It is not necessary to show every kind or every size. A laundry or wash room, is not so equipped. Show as nearly as possible one complete outfit for the average home.

FIXTURES

There are no fixtures used in this display. The merchandise itself supports enough of the smaller items to make the use of fixtures unnecessary.

A tile floor is specially appropriate in this instance. This is very easily made up and directions are given in another chapter of this book, under the heading "Backgrounds and Floors" for the making of wallboard squares to represent a tile floor.

MERCHANDISE

Two galvanized tubs, a bench, a wringer, willow and a splint clothes basket, ironing board, washer, sad iron, pail, and a suction hand washer complete the display. Perhaps it would not be out of the way to add a clothes line, a clothes line reel, some clothes pins, and a hamper. A wide line of merchandise suggests a greater number of wants and will no doubt, gather in more customers from those who view this window from the street.

SHOW CARDS AND ADVERTISING

Cards in a window suggesting a point of interest in some leading item of merchandise should be used. Frequently tags pasted on the glass describing different selling points of a washer and connected with the part so described by streamers of crepe paper, are effective. Use cards and advertising literature furnished by the manufacturers of the washers you are selling. This literature is prepared by high salaried men and has a strong selling appeal. Get advertising cuts from the same firm and numerous suggestions for your advertising can be obtained from the folders and circulars sent out with the machines.

This window good at any time of the year.



FIRST WEEK IN AUGUST

Kitchen Needs

A COOLER KITCHEN

Such should be your suggestion through your windows and in your advertising at this time. With the increase of work on the farm more men are being employed and the house wife's burdens become heavier. Cooking comforts are sought and your efforts to show a way to cooler kitchens will meet with a hearty response. The sale of a gas range or an oil cooker is an opportunity for the sale of cooking utensils in order that the equipment may harmonize with the new stove.

BUILDING THE WINDOW

The central thought in the display is the oil stove or the gas range. Naturally it will form the major part of your display and will be given a position at the back of the window in the middle. A portable background, artistically decorated with a little foliage and freshly kalsomined, will set the stove off as can not be done in any other way. Different patterns are available if you wish to construct this kind of a background. Again the Association's Portable Background can be used effectively. Sell the stove first and then all the merchandise that you can with it.

FIXTURES

Pedestals of different heights are needed. They should vary from 12 to 24 inches in height. Pedestals with 4" standards and a top 8x8" make

a good showing along side of large items like stoves. Use the pedestals at the sides placing very little of the merchandise in front of the stove. The background has already been described and no special treatment has been given to the floor.

MERCHANDISE

A gas range for the city trade and an oil stove when the window is featured in the smaller town is the first essential. Use the best stove you have, one with oven preferred. Be sure that every part of the stove is bright and shiny. Then show a line of either aluminumware, white ware, or blue and white, cooking utensils. Confine yourself to the one color and show the most staple items only. Arrange the merchandise to the side of the stove, grouping it neatly.

WINDOW CARDS AND ADVERTISING

We call your special attention to the window card, calling attention to the range in the picture above. Note the frame around the card. This is cut out of wallboard and stained to represent the color of wood. The card is then fastened on the back. Many pleasing combinations of this kind can be made by the one who is a little artistically inclined. Go to your manufacturers for circulars and for your advertising copy. Stock cuts with copy attached can be secured from most manufacturers of oil stoves and gas ranges.

This window can also be featured in June.



SECOND WEEK IN AUGUST

Vacation Supplies

AND THEY KEEP COMING

The tourist season is yet at its height. Those traveling towards the lake regions for fishing and camping should be coaxed to buy their needs while enroute. Attractive windows showing such things as they are going to need will draw their attention and the store will get some of their money. A fisherman and his money are soon parted and your windows will help to do the parting.

THE VACATION WINDOW

Do not overdo a window of this kind by placing in it every kind of a bait, line, hook, sinker, rod, etc., such as you carry in your store. Show a few classy items and it becomes known immediately to the looker that you carry a good line of tackle and vacation goods. Place every item where the eye may rest upon it with the least effort. Some of the merchandise lends itself to a more appropriate display by being stood up on end. Other articles may be placed on the floor to a good advantage. Let there be no hidden articles in the window.

FIXTURES

Four large pedestals form the backbone of this display. Boards stained the same color and resting on the pedestals give greater display space on top. 12" and 18" pedestals could also be added in front of the large ones. The ornaments hung from the

background are made of wallboard, and decorated with artificial foliage. The cost of these is very slight, yet what an added tone they lend to the window.

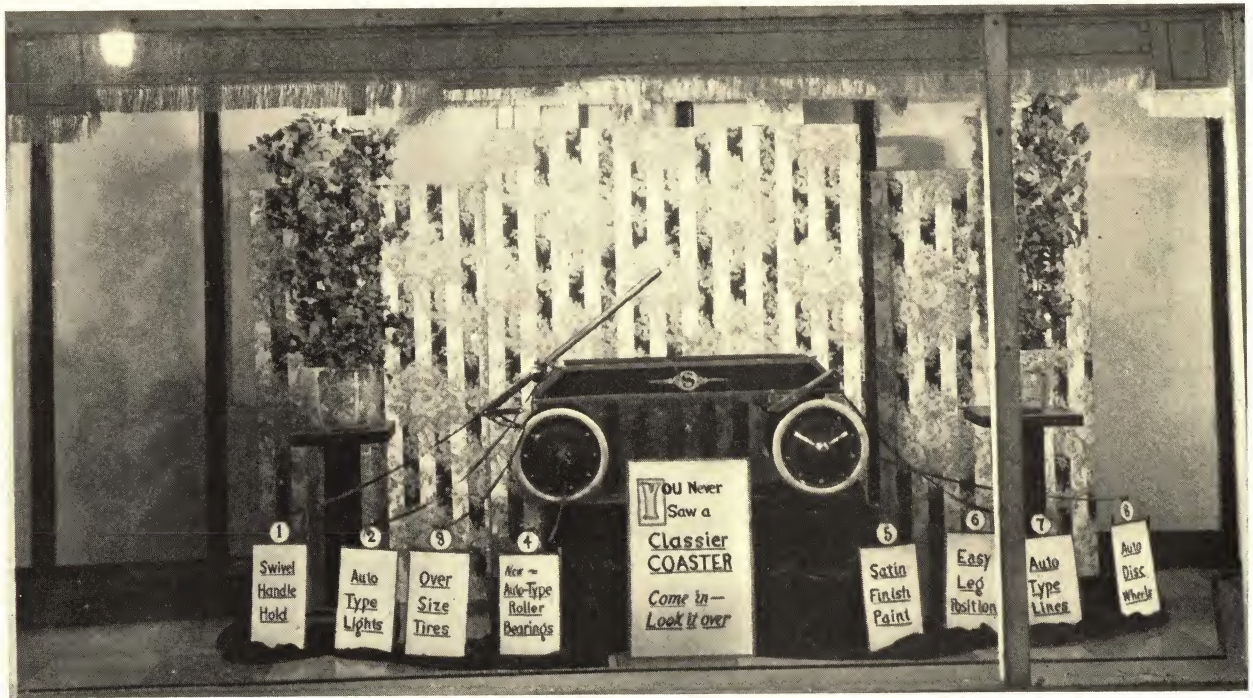
MERCHANDISE

Show a complete outfit of tackle as would be found in the kit of the average fisherman. Do not attempt to feature all reels, or lines, or baits, that you carry. A display of your entire line is not the thought behind this window. In the thermos goods, show jugs and bottles of several sizes but not in great numbers. A few accessories and some items out of the baseball line are shown. All told, not an item is displayed in this window but what is of interest to the one who is either planning to go on his vacation or is passing through on his way there.

CARDS AND ADVERTISING

A show card such as is shown in the picture can be lettered with an ordinary, round, camels hair brush. Black ink on white cardboard is all that should be attempted by the amateur. Other wording can be substituted. Special cards could be written calling attention to any one item if so desired. Talk added health as well an enjoyment to the individual in your advertising. Sell him the need for recreation and the pleasure of an outing and he will come to you for the necessary equipment.

Use also in September.



THIRD WEEK IN AUGUST

Sidewalk Toys

TOYS THE YEAR ROUND

The merchant who fails to emphasize merchandise that appeals to the children is neglecting an opportunity for added sales. Toys should be on sale the year round. Frequent displays in the windows and on the store floor will soon label your store as the "toy headquarters" of your town. Four windows a year are not too many to devote to toys, varying them somewhat according to the seasons.

THE PLAN

This is an introductory type of display. One item is taken and featured, exclusively. This may be new merchandise recently bought, or it may be some article that has not been moving because of the lack of publicity given to it. A window of this type must be ornamental, as the one item of merchandise will not be sufficient to get the attention of the passerby. Then it must educate one in the good points of the merchandise and this is effectively accomplished in this type of a display.

THE FIXTURES

The platform under the wagon—for it must be raised off the floor—can be built up of boxes and covered with plush. The user of the W. R. H. A. window fixtures would use a center plateau of suitable size. Pedestals are placed at either end sup-

porting a jardiniere containing trellis work covered with artificial grape vines. Such decorations can be used in numerous instances and with such good effect that every merchant ought to provide himself with some ornament of this kind. The background is made of three panels of wallboard, covered with decorative wall paper. Some very pleasing effects are to be obtained by the use of wall paper, mounted on panels in this manner.

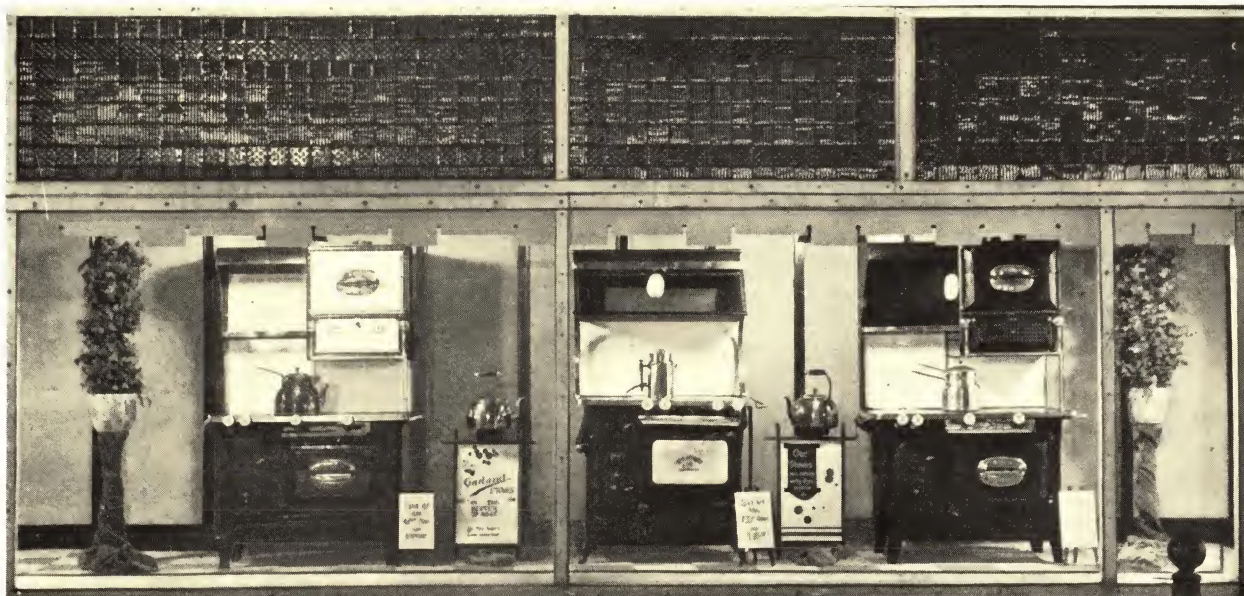
MERCHANDISE

Only One Coaster wagon is shown. No other item of merchandise in this window is permissible.

CARDS AND ADVERTISING

Couple up an educational campaign on this coaster wagon in your advertising together with your window. Talk the points in your advertisements that are emphasized by the cards in the window. Eight small cards are used, each featuring one point of special interest in the wagon. Ribbons lead from each card to the point emphasized. Use a cut of the coaster wagon in your ad to correspond to the wagon in this window. A display of this type and the right kind of advertising will establish in the minds of your children customers a desire for this particular wagon.

Also well displayed in May.



FOURTH WEEK IN AUGUST

Ranges

BEGIN EARLY

To influence a customer to buy a stove, often requires months of preparation. The old stove is still serving its purpose, inefficiently of course, but they are getting along with it and are determined to look around and to see everything before they buy. That is why you introduce the thought of Ranges at this time. Talk ranges at regular intervals through your advertising and display and do not let up until the end of the fall season has arrived.

SHOWING RANGES

It is not how you decorate the stove when you place it in the window that counts. It is rather what the rest of the window looks like. The setting that you give to a range or cook stove in your window is going to make that stove or range look desirable or undesirable to the prospective buyer. It is a good plan not to show too many ranges at one time. Often one is better than two or three, depending upon the size and shape of your window.

FIXTURES

Stoves do not set well on fixtures but one or two other items of cooking ware do, when used to complete the display. Four pedestals are shown in this picture. Two are draped with velour. This combination of velour, with artistic grape vine decorations on trellis work set in a jardiniere, brightens up the window and lends to it a touch of the artistic. The stoves rise in value as a result of this decorative effect.

MERCHANDISE

Three ranges and two aluminum tea kettles are used to complete the display. Then one item of aluminum ware is shown on each range. A light variation may be effected here, but avoid crowding in the window with anything that may detract from the range itself. It is the stove and not the utensils you are trying to sell.

SHOW CARDS

Three cards are used carrying the lettering "SPECIAL (price) THIS (name) STOVE NOW (price)", giving actual selling price and the reduced price as well. These cards are about 10x16" in size and are set on easels on the floor of the window. Two larger cards in frames of light wood strips call attention to the merits of this particular line of ranges. Notice particularly the neat effect obtained by the stained wood frame. Such frames can be frequently used around card signs in your window.

ADVERTISING

Perhaps no other way of advertising ranges is as effective as the direct by mail or letter advertising. If you can obtain a list of the prospects in your community and will then devote your time to following these up by personal letters, you can afford to neglect the newspaper for the time being.

A list of users of the make of ranges that you sell, and who are located in your trade territory, is valuable in making sales. Post it in your stove sales room.

Feature several times in the next three or four months.



FIFTH WEEK IN AUGUST

Hunting Window

BEAT THE OTHER FELLOW TO IT

A great deal of the joy of hunting comes in the period of anticipation. The hunter begins to lay his plans for a trip long before the beginning of the season. The incidentals of the hunting outfit are carefully checked over and any items short are bought long before the opening day. Loads must be looked up and decided upon, and ammunition becomes of interest at this time. So get your windows in well ahead of the season and might we say, ahead of your competitor.

A REAL HUNTING WINDOW

The more you can call to the mind of the prospective hunter, the surroundings under which he will hunt, the more attention your window will get. Birds in pictures, or stuffed if you can obtain them, should be present. Cat-tails and water, real or imaginary, must accompany them. Paint the picture and if you are not a hunter yourself get some one that likes to hunt to come and help you with his ideas when preparing the window.

FIXTURES

In place of pedestals and tables, you will find dried moss and cat-tails. These should be gathered in a marsh or a place where moss or rushes are available. Artificial water effect is obtained by mirrors laid on the floor, and surrounded with green moss. Bright tin may be used almost equally effectively. A real pond of water can be made by going to the expense of making a small basin out of galvanized

iron and lining it with moss and then filling it with water. Decoy ducks may be made to float around in this lake, which with a background of wild rice or cat-tails, will create a very realistic effect.

MERCHANDISE

Shells by the case and in boxes should be scattered through the window. Cleaning rods, hunting coats, waders, and other hunters' paraphernalia may be placed promiscuously throughout the window. A gun or so should also be shown. Better one gun only, than too many.

WINDOW CARDS

A great variety of beautiful manufacturers' lithographs is always available for the trimming of a hunting window. These should be used with some discretion. Frequently windows are spoiled by the conglomeration shown. Select a few good posters bearing upon the hunting of game which is about to come in season. Use them to obtain the best effect. Price cards are not advised for a window of this type.

ADVERTISING

Talk assortment and quality rather than prices. Ammunition frequently is made a leader at this time and profits are sacrificed. This is foolish to say the least. Talk quality and if price cutting prevails, try and get a line of guns or ammunition not handled by your competitor and ask a legitimate profit on every sale.

Trim well in advance of the Hunting Season.



FIRST WEEK IN SEPTEMBER

Oil Heater Display

COOLER EVENINGS COMING

The first sign of approaching fall should bring on inquiries for oil heaters. Not only is it necessary to have these heaters in stock early enough to anticipate the first demand, but you should also feature them in your windows so as to suggest their need during the cool evenings of the early fall. Then there are wicks for the old heaters. Electric and gas heaters should be brought to the front at this time as well. Make your showing early.

HOW TO SHOW THEM

Perhaps there is not much romance in an oil heater and a window of them may seem dull and uninteresting. Yet there are good points to be brought out in the construction, the heating efficiency, and the fuel saving qualities of these heaters, and the show window is the place to do it. Set the heaters well apart. Show some open and some closed. Set bowls down where oil capacity and size of wick can be noted. Display wicks as well as heaters.

FIXTURES

In this window, only one pedestal is shown in use. One or two others could be used advantageously and velours draped on the floor would assist in making a better appearing window. The background is a three panel one, decorated with artificial foliage, and adds materially to the appearance of the window.

MERCHANDISE

Five oil heaters are sufficient in this display. All styles carried should be shown unless the window is very small. One electric, and one gas heater are displayed as well as wicks of different sizes and kinds. A great deal will depend upon the stock you carry in these items. Be sure that you make a window of oil heaters and do not include any other conglomeration of merchandise not directly related to this merchandise. It is not necessary to fill a window up to the limit of its capacity.

SHOW CARDS

Manufacturers cards may be emphasized as well as some small folders laid out in the bottom of the window. More effective perhaps would be the emphasizing of the good points of these heaters by means of cards calling attention to their special features and connected with the part in question by means of a ribbon. You must recognize that if you are going to sell oil heaters through your show window that you will have to tell interesting things about them to the passer by.

ADVERTISING

Newspaper space should be devoted to oil heaters. Talk the points of greater economy and added heat. Show cuts and quote prices. Explain the saving effected by taking off the chill with an oil heater rather than building a fire in the furnace.

Use also in early Spring.



SECOND WEEK IN SEPTEMBER

Furnace Display

IT PAYS

Selling furnaces through a show window may seem far fetched. Displays of this kind are not expected to create immediate sales. A furnace window is a suggestive window and will put you in touch with prospects. How well the following up of these prospects is done determines the number of sales made. A window showing a furnace attractively displayed suggests to the prospect the need of a furnace as well as indicates that your store is a place where one may be bought.

IF WELL DISPLAYED

You are no doubt thinking that it will be difficult to make a showy window when featuring furnaces only. Perhaps, and yet we are willing to leave it to you if the above is not an attractive display and one that many people will like to look at. Merely setting in the furnace without improving its appearance, and with no outside decorations to assist in making the display pleasing to the eye, will not be sufficient. Color combinations, red lights, etc., have been added in this instance, and as a result this window brought in many prospects.

BACKGROUND

There are no fixtures needed in this window. Instead, more time was given over to the decorating of the back and sides of the window. Velour

curtains were draped over the back in three places. The wallboard panels furnished by the manufacturers and showing pictures of the furnace were used in the back of the window. A dealer can make up panels of this kind if he wishes by kalsomining wallboard of the proper size and cutting out of posters furnished by the manufacturers, the pictures of the furnace, and pasting them on the panels. Fall foliage, of beautiful tints, was used at the sides and on the floor. Avoid using too much as this is not a hunting scene and does not take place out of the woods. Emphasize the name of your furnace prominently in the background.

MERCHANDISE

It does not seem necessary to mention that only one furnace is being used this winter. What we do want to say is that the furnace itself was enameled white with the front enameled in black. This with a red light placed inside to imitate the fire on the grates, made a picture well worth looking at.

ADVERTISING AND CARDS

Talk your furnace in your advertising as you would when discussing it with a prospect. Write your ads naturally and in your own style. Emphasize the points that interest your prospect. Make the ad sell the benefits from the use of such a furnace rather than the furnace itself. Use manufacturers window cards, either one or two.

Furnaces may be shown in the spring in anticipation of summer installation business.



THIRD WEEK IN SEPTEMBER

Heaters

BEGIN NOW

Show your heating stoves before the first brisk days of fall arrive. Better too early than too late. Put the thought of heating stoves into the minds of the public even before they are ready to buy. There are prospects for large stoves or for small ones, and your show windows will help them to decide what kind they are going to buy and where they will be able to find the very stove they want.

THE PLAN

This window features one particular kind of a stove, only. The idea may be applied to other heaters with special improvements or qualifications. Then several small heaters might be used in one window. We feel, however, that the proper thing to do is to concentrate on the one special stove. Your display would then become so emphatic that it would interest the prospect sufficiently to bring him into your store even if the stove in the window is not the one he thinks he wants.

FIXTURES

Two pedestals draped with velour are placed at the sides supporting trellis work with grape vines set in jardinières. These decorations with a velour curtain hung at the back give the window the richness of a large city show window display. A curtain of this kind can often be borrowed from the manu-

facturer of the stove you sell. Speak for it early so that you can have it the very week you want to open up your campaign on heating stoves.

MERCHANDISE

In this instance only one stove is used. This type of a stove has many novel features. It would not do to show any other stoves as they would merely detract from the display. At other seasons of the year, one large article such as a washing machine might be substituted in such a display as this. In any showing of heaters, be very careful about their appearance. Be sure that all black parts shine like a mirror. Red lights on the grate bars covered with oiled paper, crinkled to represent live coals, should be used to get attention.

ADVERTISING AND CARDS

Two large cards set on easels on either side of the heater tell of the forming of a "Buyers Club" and also explain an added inducement, made to buyers, in the form of a "Ton of Coal, Free". Naturally these selling features must be emphasized. The advertising should call attention to both the "Buyers Club" and the "Ton of Coal Free" offer. Set these statements in box effects in your ad for sake of emphasis. Use a cut of the stove or stoves shown, and then quote prices, and you will have an ad that will bring you business.

Also seasonable in early November.



FOURTH WEEK IN SEPTEMBER

Paint Window

TIME TO PAINT

Fall painting is good painting. People ought to be encouraged to get their houses and buildings in such shape, by painting, that they will weather the storms of the winter. The summer weather has prepared the buildings for paint. Buildings painted in the fall will stand up longer than those painted at other times of the year. Then buildings well painted are warmer. Paint fills the cracks and excludes drafts. These and other reasons should induce you to push paints for outside and inside at this time of the year.

HOW TO DISPLAY PAINT

The plan governing the construction of this display is not the number of cans that you can pile in the window. It is rather what you have to offer in suggestions as to why one should paint, as well as practical demonstrations of what paint will actually do when applied. The painting of boards or panels leaving part of the surface untouched, shows how well the paint covers. Staining or painting furniture and leaving half unpainted emphasizes the improved appearance of the article when painted. Panels showing colors, give the variety obtainable at the store. There are so many ways whereby a window like this can be made to tell the story, that it becomes most interesting to trim such a window.

FIXTURES

Two or three pedestals are all that are necessary to make a trim of this kind. A paneled background decorated with artificial foliage in autumn colors makes the window more beautiful. One or two pieces of furniture, and the panels or boards, complete the list of fixtures required.

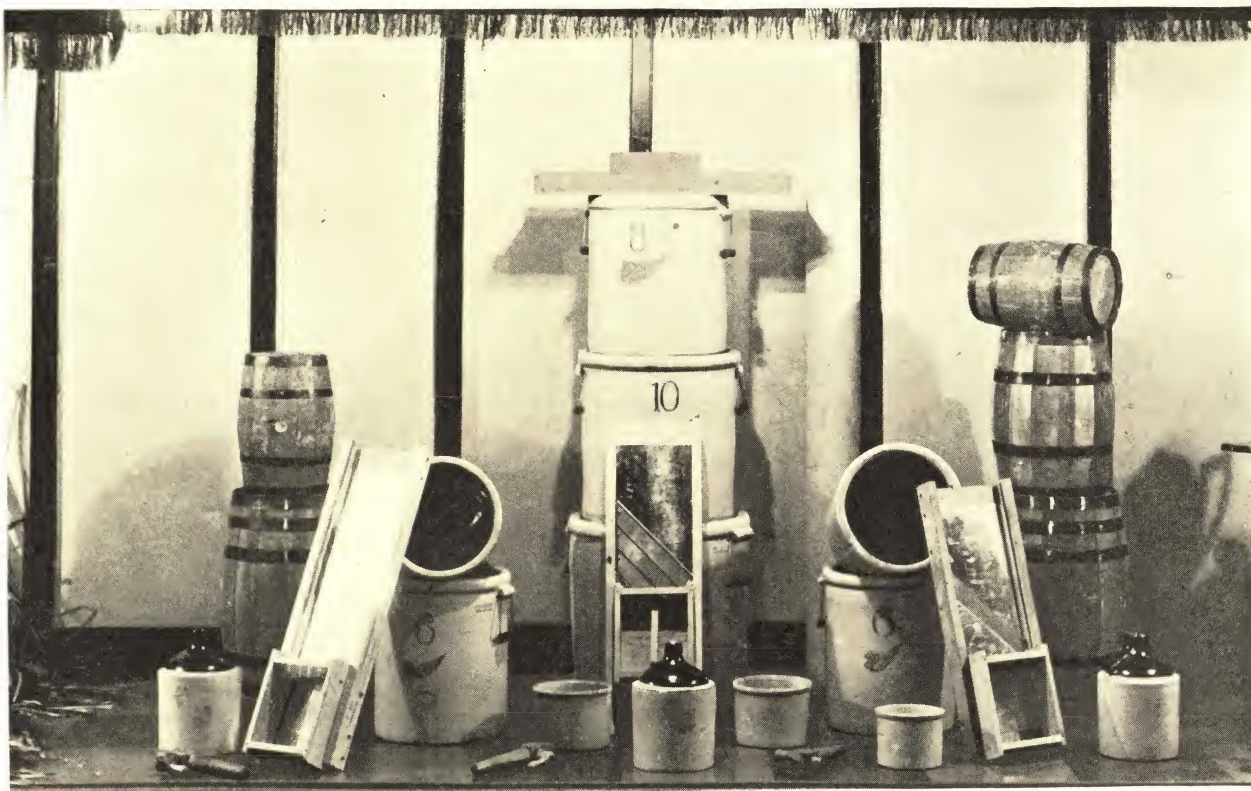
MERCHANDISE

Outside paints, in halves and gallons, about six in number are found in this picture. Then other paints shown may consist of tile effect for bath rooms, varnish stain, stove pipe enamel, aluminum paint, and paint brushes in various sizes. Two chairs are included, one stained and the other unfinished. Two pieces of rusty stove pipe are shown half of one enameled black with stove pipe enamel and the other one being partly finished in aluminum paint. Panels of wood are also displayed featuring different colors carried.

ADVERTISING AND CARDS

Much can be said about the value of painting in the fall. Valuable material for your advertising can be obtained from the "Save the Surface" literature which stores are receiving at regular intervals. Talk the need of Paint, and the benefits of its use rather than the quality of your own particular brand. Your customers buy your paint because they have faith in you, and not necessarily in the particular brand that you may be selling.

Feature paint at least four times a year.



FIRST WEEK IN OCTOBER

Fall Supplies Window

A DIFFERENCE IN COMMUNITIES

This will largely determine what you show in displays of this kind. There are certain articles of this nature in every store which seldom or ever are displayed because of little thought being given to their seasonableness. Yet if the sales were checked over, it would be found that such goods move at well defined intervals and that the season that brings on the demand should be preceded by a display in your windows. This, coupled up with your advertising, offers an opportunity for increasing the sales of this merchandise.

NO SPECIFIC PLAN

Perhaps you are thinking "Well how can I display crocks and kraut cutters so as to make them look like anything". It is not so much how they look as the mere matter of bringing them to the attention of the one who passes your window. Orderliness can be adhered to in the display and the goods so piled that every article can be easily viewed from the street. Crocks can be shown in comparative sizes as well as the kegs and jugs.

Depending upon the season.

FIXTURES

Very few fixtures are required. The goods pile up easily and the center or sides of your window can be raised in this manner. A center platform and two pedestals could be used to an advantage. You may want to vary this display and so we are only offering suggestions that may help you in laying out a window of this type.

MERCHANDISE

Three butter jars, seven large jars, five kegs, three kraut cutters and several faucets are shown. Cider presses and sausage stuffers might be included if one wishes. Other articles necessary in the making of home made wines ought to be found in this window as well.

ADVERTISING AND WINDOW CARDS

It seems that a window of this type should have at least one or two cards to help tell the story it conveys. Suggestions might thus be made for the use of some of the items shown. The power of suggestion is a vital factor in inducing added sales.

Talk in your advertising the unusual display of this merchandise and the convenience of being able to buy just what you want in this line at your store.



SECOND WEEK IN OCTOBER

Heater Display

REPEAT STOVE WINDOWS

The sales of seasonable merchandise result from the push that is put behind these lines, while they are yet seasonable. Stove windows should be featured frequently in the face of oncoming winter. It is a good plan to trim a stove window every other week during the early part of the season. Let it be one week in and one week out. Some stove windows are left as originally trimmed with the addition of accumulated dust, for perhaps five or six weeks. That is not what we mean by FREQUENTLY TRIMMING STOVE WINDOWS at this time of the year.

A SIMPLE PLAN

It seems so easy to set up a Stove window. Just put in your heaters and there you are. The value of the window is not in the stoves, but in what you put behind the stoves. First, put thought behind the idea of the window, and then think out a way that the stoves or heaters may show up to the best advantage. Beautify your setting, and then your merchandise, and you will be surprised at the number of people who will stop and view the stoves on display.

BACKGROUND

A portable background of three panel type is placed behind the heaters. This background which

is very similar to the W. R. H. A. portable background is made of wallboard and stippled or mottled in pleasing colors. Artificial grape vines with clusters of grapes are used as ornaments. A background like this is easily constructed and can be used frequently throughout the year. It will bring a variety into your window displays.

MERCHANDISE

In this window are found three heaters, several joints of stove pipe, elbows, stove polish, coal hods and flue stops. Stove boards and dampers might be added. In selecting heaters, choose different sizes. Pick those having strong selling points whenever possible. Several coats of blacking are required and a liberal amount of nickle polish should also be used. A well nickled heater is a thing of beauty in its cleanliness.

ADVERTISING

Spend on stoves a fair share of your allowance for advertising during the month of September. Use cuts. Talk selling points. Price the leaders in your stove line. Send circulars through mail if your newspaper does not have a large circulation. Gather together cuts and advertising material before the season begins, so as to have it ready to spring at the right moment.

Feature stoves often at this time of the year.



THIRD WEEK IN OCTOBER

Dollar Day Specials

BARGAIN DAYS

Merchants should frequently unite in their efforts to bring more trade into their city by means of Dollar Days and other Bargain Days. Windows must be trimmed to feature merchandise, priced so it will induce the people to buy. Cooperation is the keynote of these events and every merchant must do his share to emphasize the real money saving that is to be affected by trading in his city. Do your share and a little more and you will be rewarded by an increase in business.

THE PLAN

This window is built around merchandise ordinarily worth more than a dollar but reduced at this time to this price. Real bargains should be selected. Pick such items as the customers will appreciate as being worth more than the price asked. Also have in mind that the merchandise must not be too far out of season. Do not offer Spring merchandise as Fall bargains. Such offerings will not bring you business, but rather the ridicule of your patrons.

FIXTURES

A cross tree and several pedestals are used. The cross tree is placed a little to one side. A board on top of the pedestal gives room for additional merchandise on top.

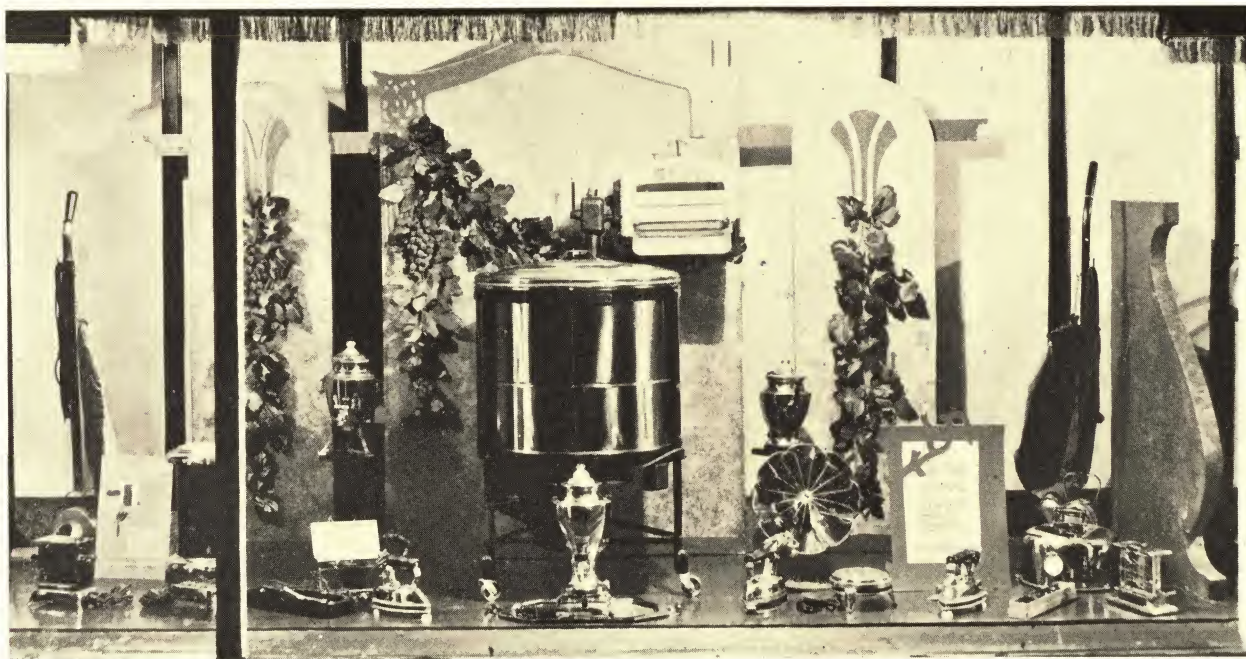
MERCHANDISE

Ten Berlin kettles in gray ware are shown, also several dinner pails, water pitchers, tumblers, baking dishes and goblets. These are priced singly or in sets so as to make the price of \$1.00 apply. Every item is priced at least 25% to 33% below actual value. If you offer *bargains* let them be bargains.

CARD SIGNS AND ADVERTISING

One large card in black and white calls attention to the kettles and also emphasizes the idea of "Dollar Day" specials. Make this part of your window very prominent. Then smaller cards call attention to the various items. Every card shows the price of one dollar in prominent figures. Cooperative advertising is often done in connection with Dollar Day. Do not hesitate to use your share of newspaper space, or the space in the circular issued cooperatively by the merchants. Have a cut of every item you are featuring. The name, with the cut and price of each item should be set in a box effect. The printer will understand your desires in this matter. Capitalize on the fact that these bargains are only a few of the many offerings in your store.

Sales of this type are well carried out during the spring months.



FOURTH WEEK IN OCTOBER

Electrical Display

Electrical goods may be made the occasion of a fall opening. Advance purchases of such goods to be used as Holiday gifts, can be advocated. There is not an item in the above window but would make an acceptable Christmas present and with this in view, it opens up new sales possibilities for you. Again money is more plentiful at this time than at any time in the last two months and a certain amount of it should be diverted your way, when a window of this type is backed up by proper advertising.

DISPLAY ARTISTICALLY

Only an artistic setting will show off to an advantage the highly nicked electrical appliances shown. The artistic must prevail in the window even down to the smallest detail. To bring out the value of this class of merchandise all surroundings must contribute to showing it off as well as it is possible to do.

FIXTURES

Two or three pedestals are used in this window trim. Draping of velours on the bottom of the window will add much to its appearance. The main feature of the display is the background. It is made of wallboard and tinted on fall colors. Autumn foliage is used as a decoration and streamers of it are fastened on the background, *only*. Do not use any foliage around the glass or on the floor.

MERCHANDISE

An electrical washer forms the center piece of the display. Flanking this we find three electric percolators, three electric sad irons, three toasters, two vacuum cleaners, two curling irons, two electric heaters and a waffle iron. Again the merchandise shown will depend upon the variety you carry in stock. Show your electrical line. If your window is small it is better to confine yourself to one of each article rather than to overcrowd the window. A window of this kind must excel in cleanliness of both glass and the floors. Then polish every item to silver brightness before it is put into the window.

CARDS AND ADVERTISING

A very pretty show card with a frame cut from wallboard, discussed in connection with another window, is shown well to the right. It calls attention to the timeliness of this merchandise, and urges the passer by to come in and examine it. Smaller cards call attention to special items. A card emphasizing the name of the washer might be added. In the advertisement which ought to be about 6" by two column, a cut of the washer with one or two of the other electrical items is all that is necessary. Then list all merchandise carried in this line and give prices.

A window of this kind may be shown during June with good results.



FIRST WEEK IN NOVEMBER

Deer Season Window

WHEN TO FEATURE

The time when this window should be trimmed depends upon the date of the opening of the deer season. If stuffed animals are available, then it should be featured two weeks ahead of the season. Again as in the instance of this window, the deer shown were freshly killed, and then this window could not be used except during the days of the open season. At this late hour, however, the window could not be expected to sell as much merchandise, and becomes more of a novelty.

HOW TRIMMED

The plan behind this kind of a window is to give it an outside atmosphere. It must bring to the mind of the hunter the woods, the mosses and grasses, as well as the foliage of autumn. It is not so much what merchandise it contains as the enthusiasm it creates and the recollections it brings to the mind of the hunter. I wonder what sportsman could look into a window like this but what he would have a slight fluttering of the heart, and a strong desire to get out into the silent spaces of the tall timber with his trusty rifle in his hand.

FIXTURES

The suspending of a gun from the ceiling takes the place of a fixture. The shelf at the rear of the window above the foliage could be supplanted by several pedestals with the same effect. If a deer

either mounted or freshly killed is not available, a mounted head can be used, hung down low on the side or back of the window and with autumn brush or foliage around it, making it appear as if the body of it was concealed by the brush. Dried masses of leaves and brush can be gathered and brought to the store for this purpose. A little extra work of this kind amply pays for itself in the attention that a window of this type will get from all passersby.

MERCHANDISE

Rifles and ammunition would naturally be the fit accompaniment to the fixtures and trimmings of this window. Do not make the mistake of using too many guns. Put in one second hand rifle and cartridge belt if you can obtain it. Then one or two new rifles may be set promiscuously around in different parts of the window. A hunting coat and cap and some ammunition with perhaps two or three hunting knives and a hatchet would complete the make up of this window.

ADVERTISING AND CARDS

Price cards are featured on the rifles and guns shown. Merchants differ as to when price cards should be used. A card announcing the name of the hunter and where the deer were killed, would draw attention. In your advertising, talk the value of hunting as a recreation, rather than the qualities or the mechanism of the guns shown.

Depending upon the time set for opening of the season.



SECOND WEEK IN NOVEMBER

Heaters

THE LAST EFFORT

Only a few heaters are sold after the real cold of winter has set in. Special heaters and all high priced stoves must be moved at this time or there is some danger that you may have to carry them over. Make your first efforts to get rid of the few remaining expensive stoves by giving extra attention to them in the windows and in your advertising.

A NEW APPEAL

Back of this window trim lies the thought of showing a stove in its natural surroundings. A stove looks different on the floor in the home, than it ever does in the store or in its show windows. The customer tries to visualize just what it will look like but fails to get the picture in his mind and remains undecided and does not buy. Try to overcome this in your windows at this time.

FIXTURES

The fixtures in this window are really the chair, the table and the lamp, as well as the rug on the floor. A window effect made of wall board with stripes painted to look like the sash in a real window and then draped with curtains, would increase the room atmosphere injected into the picture above. All told it is a simple but effective window.

MERCHANSIDE

Again only one item of the merchandise that is being shown is offered. There is no conglomeration of items—no doubt as to what the passerby is expected to see. He sees one stove and as such remembers it because of its surroundings. He thinks of it as in his home and often becomes sold on it except as to minor details. In this window no other item of merchandise offered for sale, is permissible.

FLOOR IN WINDOW

A very effective view of the tiling of a bottom of a window is obtained in this picture. Wallboard squares about 8x8 or 10x10 are cut up and painted in two harmonizing shades. These are laid alternating in the different colors. A floor of this kind can be used in very many different displays very effectively. Read the chapter on "Backgrounds and Floors".

CARDS AND ADVERTISING

Some very effective stove advertising in plate form can be obtained from the manufacturer of a special stove like the above. Card signs are also available in the same manner, and you should not hesitate to call on the manufacturer for a supply of these as well as for a copy of an advertisement for your newspaper. Cuts of the store are included in such ads. Make your last effort now and let it count for something.

You cannot trim too many stove windows during the season.



THIRD WEEK IN NOVEMBER

Novelty Displays

GIFT SEASON APPROACHING

Merchandise appropriate to gift-giving is seasonable at this time. Thanksgiving is approaching and then the holiday season. Begin early to show the finer lines of hardware, such as cutlery, clocks, razors, flashlights and other items of a like nature. Keep it up and change your displays repeatedly between now and December 26th. Watch your windows as you have never done before. Keep them clean and orderly. Lay out your entire plan for your windows, to be trimmed each week, until Christmas.

KIND OF A WINDOW

Merchandise of this class requires a setting in order that it may show up to the best advantage. Velours draped over fixtures, or stretched over panels lend a tone to such window trims. Pedestals may be used as well as a center plateau. Group the merchandise in lines and do not crowd the window.

FIXTURES

Several pedestals, perhaps four or five, can be used in this window. The center of the window should be raised off the floor, and boxes covered with velour may be used if you do not have one of the platforms that come with the window fixtures sold by this Hardware Association. As this display

does not require very much room, dividers may be used to set off the rest of the window. Panels covered with velour may be considered as a part of the fixtures.

MERCHANDISE

About four dozen pocket knives are shown. These are grouped according to style and kind of handles. The knives are securely wired on velour covered panels. Six razors, and several safety razors, together with nine lather brushes, complete the center part of the trim. Two alarm clocks, a dozen flashlights, several dry cells are shown. A variety of merchandise can be used depending upon the stock carried in your store. Be sure that all items are clean and bright. There can be no excuse offered for merchandise shown in windows that are not clean and fresh.

ADVERTISING AND CARDS

Make a plan for your advertising like you did for your windows and let it cover the period from now up to the holidays. Plan to spend more money at this time than perhaps during any other period of the year of the same length. Have ads show cuts of merchandise. Get your newspaper to furnish you with holiday borders and special cuts. Use cards in your windows. Emphasize the "Buy Now" feature all the time.

A good Spring window.



FOURTH WEEK IN NOVEMBER

Thanksgiving Window

TURKEYS AND PUMPKINS

The season of turkeys and pumpkins suggests fall weather, good cooking, large meals and a general satisfaction with a season's work, well done. To portray this in your windows becomes an art. Windows in varieties may be trimmed. Some will emphasize one single feature common to this season, and others will build upon variety of merchandise, salable at this time.

THE PLAN

Give thought to what you want your window to accomplish. Trim it accordingly. If you want to introduce the idea of the fall season with its turkeys and pumpkins, a window like the above will accomplish it. If you want to show merchandise suited to the needs of the housewife in preparing her feast, such a window would consist of several different items like roasters, baking dishes, pyrex glassware, tableware, etc., properly displayed.

FIXTURES

In the above window, the necessary apparatus if it may be so-called, is rather varied. A fence is constructed of posts and boards. Hinges, hasp and a padlock suggest a gate. Then corn stalks make up the background for the whole window. A log

half cut through with a saw is shown to one side and a block of wood and a hatchet on the other. Four or five pumpkins are found on the floor. Then there is the manufacturers' cut-out of a turkey shown on the fence and a toy dog sitting in the path which is made of sand and bordered with small cobble stones. A pasteboard hen is found on the fence. This is a realistic window and is sure to get attention.

MERCHANDISE

In the instance of this window which was trimmed for a prize competition, only the merchandise sold by the five big Eastern manufacturers who sponsored this contest, was shown. This consists of a tool grinder for the farmer, a meat chopper for the housewife, a hatchet for home use and the saw for wood cutting. Other thanksgiving merchandise can be substituted.

ADVERTISING AND CARDS

Several show cards could be used to a good advantage. Manufacturers' cards are easily secured for this occasion. Advertise one and two weeks ahead of Thanksgiving day. Tell the story of Thanksgiving and suggest the items that make easy the observation of the day.

Good for "Fall Festivals"



FIRST WEEK IN DECEMBER

Opening Holiday Display

GIVE USEFUL GIFTS

Begin early to emphasize the possibilities of buying Holiday gifts in the hardware store. Let your theme be such in your windows and advertising. Show articles of unquestioned usefulness. Talk gifts of this class for the first two weeks of the season beginning December 1st. Then change more to luxuries and novelties as the holiday season approaches. Trim your windows each week, without fail and even oftener than once a week. It is fatal to the business at this time to neglect it in even the slightest detail.

THE PLAN

Holiday windows must radiate cheer and beauty. This is done by using harmonious color, appropriate to the season and decorations in plenty. Let greens and reds be prominent. Your displays must sparkle with brightness and cleanliness. Use foliage, artificial if you wish, as well as streamers and other Christmas decorations. Do not attempt to show everything in the holiday line. Rather emphasize one or two items, in appropriate surroundings, suggesting their use.

FIXTURES

The fixtures consist mainly in the treatment of the background. Lattice work is built of wallboard and kalsomined white. This is ornamented with foliage. To the extreme right is shown a fire place also made of wallboard. In it are placed fire place

fixtures. If you do not have such fixtures in your store borrow a set for the occasion. Place coals in the grate and underneath an electric bulb covered with red paper. Hang stockings in the chimney. The merchandise is set on the floor and on the mantle piece.

MERCHANDISE

An electric washer, a vacuum cleaner, electric sad irons, toasters and percolators, and a few other useful gifts for the housewife are suggested. Remember as we said before, it is better to concentrate on just a few items to begin with.

SHOW CARDS

Two very fine show cards are shown in this window. Both are made on light green cardboard with white and black letters. One reads, "Giveable Gifts, Do your Shopping Now", and the other "Christmas Suggestion, This Beautiful Electric Vacuum Washer". Two cards are possibly all that are necessary. Manufacturers cards or cutouts can be used in connection with the washer, and the vacuum cleaner.

ADVERTISING

In your advertising you must persuade the people to buy more freely. Urge immediate buying while the assortment is complete. Emphasize, gifts for everyone. Print list to prove your statements.

For any week in December.



SECOND WEEK IN DECEMBER

Holiday Display

CATER TO THE CHILDREN

The hardware store that does not emphasize toys at this time of the year is missing a golden opportunity for added profits. Not only is the profit welcome that is realized on the sale of the merchandise, but also the advertising that comes through the children when they become interested in your store means more business for you. Christmas time is children's time and when you neglect to provide for their happiness in the holiday gifts you offer, you are neglecting one of the most fruitful sources of business at this time of the year.

KIND OF TOYS

Show the substantial kind. Fragile toys and novelties, should be carefully watched and only enough bought and displayed to round out the stock. Write Christmas into your show windows. Make it impossible for one not to notice that these are Holiday windows.

FIXTURES

The necessary equipment needed for this window is two pedestals, and one box or platform for the center of the window. This is covered with cotton batting and sprinkled with artificial snow. Ornaments of foliage have been fastened on the ground. A Christmas tree, trimmed and lit up with candles, completes the material necessary beyond the merchandise used.

MERCHANDISE

Toys are shown. Two velocipedes and two tool chests form the ends of the trim. Skis and hockey sticks rest against the wall. Games of various kinds are strewn around the floor. Air rifles and indoor quoits are displayed. It is a children's window and if you have other toys to display, and the space permits it without over-crowding, then put them in.

CARDS AND ADVERTISING

Cards telling about your complete toy stock might be added. Make a list of the different toys carried on a tall narrow card and stand it up at one side of the window. Cut out pictures of interesting toys and paste in the upper right hand and the lower left hand corner of the show card. A sprig of holly fastened on the corner of a Christmas window-card adds much to its attractiveness.

In advertising use circular letters. There is no better way. List toys by lines and by special items. Give prices. Emphasize that the children receive healthy exercise, or are being taught to think when they play with toys bought at your store. Talk in a like manner in your newspaper advertising. Make your ads full of suggestions. Buy Santa Claus borders and cuts. Give your advertising a Christmasy appearance. Advertise freely at this time.

Trim toy windows often.



THIRD WEEK IN DECEMBER

Silverware Display

FOR THE HOUSEWIFE

Gifts of silverware, casseroles, baking dishes and other like ware are the most appreciated gifts for the home at this time. Seldom do you find a home but what needs one or more of these items. Christmas is made the opportunity for the purchaser of such articles and you should do your part to bring a share of this business to your store.

FIXTURES

A mere spreading out of a few items of silverware in your window will not make a display that will attract people and sell goods. Fixtures must be used and also drapings of velour or velvet in dark colors. In this window four pedestals and two boards are used. Also three platforms, two at either side and one standing on edge in the middle. These platforms are covered with black velour. Velour is also draped around the pedestals, which are set one on top of each other with a board between, thus obtaining additional display space at the center of the height of the pedestals. Merchandise is displayed around the bottom of the pedestal as well as on the boards and on top.

A portable background stippled with kalsomine and with an icicle effect across the top was used. This was also decorated with autumn foliage draped around the edge and with a spray fastened to the center panel. Altogether it is a window which adds to the attractiveness of an article displayed in it.

MERCHANDISE

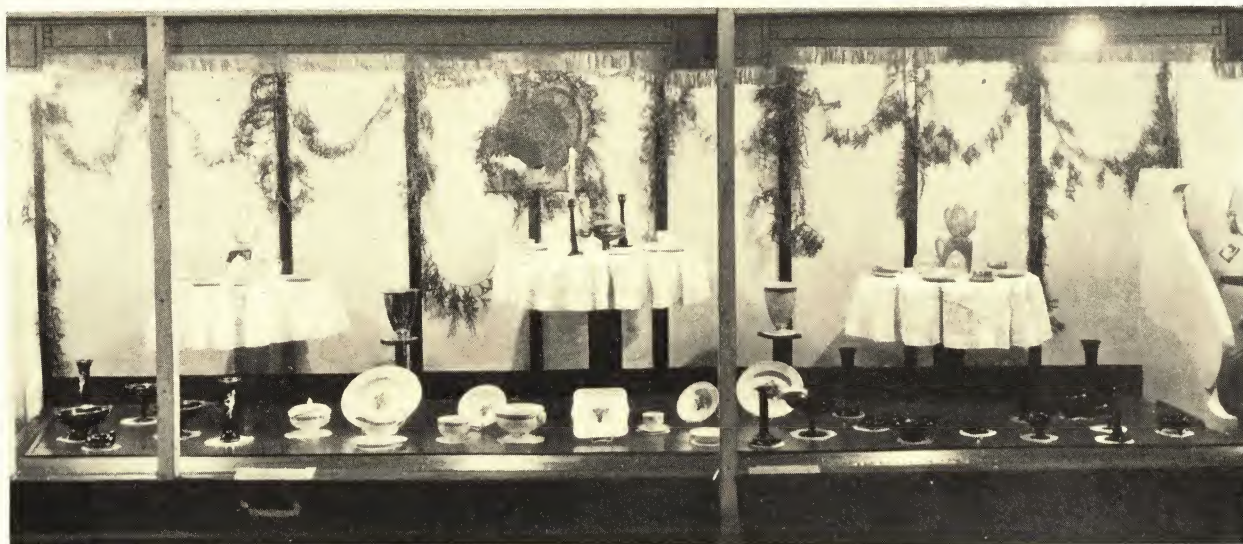
Several sets of silverware, carving sets, crumb trays, nut bowls, and picks, casseroles, thermos bottles and jugs and other flatware are shown on the platform and pedestals. Do not attempt to display your entire line. Pick the leaders from such merchandise as you think will draw the most attention. Couple up with this window display, a general display of the same items in your store in the show cases and on top of them also.

CARDS AND ADVERTISING

Many beautiful window cards are to be had for the asking. These can be secured from the makers of the line you carry. This is specially true of the Silverware concerns, but you must ask for them and when you have once secured a supply find a place to keep them so that you can bring them out as you need them without hunting all over the store.

Cuts of silverware should be used in your advertising. Feature silverware by its name and also emphasize certain patterns. Try and stock these particular patterns as nearly complete as possible. Emphasize this in your newspaper advertising. Circulars on Gift goods should be used at this time. Bring your mailing list up to date and use it often at this time.

This display may precede Thanksgiving.



FOURTH WEEK IN DECEMBER

Gift Goods

MAKE YOUR LAST EFFORT NOW

The wind-up of the holiday season has come. Make your final effort to get every cent's worth of business you are entitled to. You can coax business into your store, by showing new items or articles suited for Holiday giving. Keep changing your lines in the window. Make your customers feel your windows are worth studying. Let them be brimful of suggestions that will make it easy for them to buy the gifts they want to give.

WHY? ? ?

Chinaware is always acceptable as a gift. Decorated china or glassware is a line that pays a good profit as well. It brings business to your store at Christmas time, and if you do not carry it in stock you can substitute silverware and cooking utensils in this window. Pyrex can be displayed as well as casseroles and baking dishes. The plan around which the window is built is to emphasize the use of the items shown and which in the instance of the above window is done by setting, what appear to be tables, with table cloths and chinaware and glassware.

FIXTURES

The fixtures consist of three pedestals. On each one of these is laid a round top cut from wallboard. The top is then covered with a table cloth and the table is ready to be set. Other merchandise is scat-

tered around on the floor. The background is festooned with special foliage of green moss. When used in connection with the cutout picture of the turkey, this becomes an admirable Thanksgiving window.

MERCHANDISE

Fancy dinner sets are a prominent item in this window. Then you will also find colored and opaque glassware, fancy vases, tea pots, candle sticks, etc., If chinaware is not available the tables may be set with silverware and large items from this department shown on the floor of the window. When room will not permit of three tables, two or even one may be used. Make size of table tops to suit width of your window.

CARDS AND ADVERTISING

There are no cards shown in this window. A window of this type would require a show card of extreme neatness and of a harmonizing color. Cards could be used to call attention to special items. Again a card to remind one of "Only—Days More of Christmas Shopping," in rather light lettering with green ink would look well in this window. Use your newspaper up to the last minute. Continue your Christmas advertising as you have been doing and do not let up until the last Customer has left your store on Christmas eve.

Chinaware displays are good in spring.



FIFTH WEEK IN DECEMBER
Special Sale Window

WHY NOW

The days following the holidays are drab, dreary days for business. Much money has been spent and few are in the mood to squander any more. You will have to bid for any business that you get during this and the following weeks. Special sales at real bargain figures are your only salvation. Select goods to appeal to the woman shopper and prove to her that she is saving money by buying now. You will be rewarded by some trade you would not otherwise get. The motto for this period is "Keep Everlastingly at it". If you want business now, you must work for it.

PLANNING THE WINDOW

Windows of the type of the one shown above are not difficult to set up. Several novel ways of displaying the enamelware are introduced. The thought behind the display is to raise the merchandise well off the floor into the line of vision of the passerby. Very few items are found on the floor. The arrangement is rather pleasing to the eye.

FIXTURES

Three pedestals are used—two high ones, on each end and one low one in the middle. Boards, stained the same color as the pedestals, are laid across the top and the merchandise set up on them. This increases the display space on top of each pedestal. Other items are found fastened on panels

made of boards, perhaps four or five feet long, and covered with crepe paper. The coffee pots, handled sauce pans, dippers, etc., are wired, or fastened to these panels with hooks. These display panels are then stood up on end in different parts of the window. Many pleasing varieties can be introduced by this type of a display not only in this window but in others such as fishing tackle, builders hardware, etc.

MERCHANDISE

White ware has been selected for this window. Other lines of graniteware of uniform color, or aluminumware if one so prefers, may be used. The items used can readily be distinguished in the picture and the selection from your stock made accordingly. Display to cover the entire line.

CARDS AND ADVERTISING

In a window used at this time of the year special prices should be quoted. This can be done by using one large card in the window announcing the "Special Price" feature and calling attention to price tags fastened on each article. The price tags can be cut from cardboard, about two inches square and lettered with black ink. Again a discount covering the entire line may be announced, even if this is not so effective. Talk your plan in your advertising. Play up the quality of this brand. Show merchandise by the use of small cuts. Price some of the individual articles in your ads.

See window for fourth week in January

Special and Seasonable Displays

CERTAIN LINES of merchandise receive greater emphasis in some localities than they do in others. This depends upon whether the trade is largely industrial or farmer trade. The kind of merchandise that a community needs is governed by the crops that are being raised or by the goods which are being manufactured or the raw materials that are produced.

It is for the use of merchants located in territories where some merchandise needs greater attention than other items that special displays have been introduced.

For the one who emphasizes paints, three additional displays are shown and so on. Then this idea is continued through other lines, and you are invited to study the Special Windows that follow for ideas which you can incorporate into many of your displays.



SPECIAL DISPLAY
For the Spring Season

WHEN AND WHY

The Spring season brings added duties for the housewife. Specially is this true of the farmers' wives when men are hired for additional work on the farm. More food must be stored away and larger meals have to be prepared. The Ice Box becomes a necessity. The old stove seems insufficient. Everything is in favor of the merchant who, capitalizes on these conditions and plays up such merchandise as will help to lighten the burdens of the busy housewife.

THE PLAN

It is nothing more or less than the bringing of a kitchen atmosphere into the window that makes such a display effective. The merchandise is shown as nearly as it is possible to do, just as it will appear in the home. Accessories, not specially featured for sale purposes, add to the attractiveness of the window.

FIXTURES

Very few fixtures are necessary. A pedestal supports a flower basket which ornaments the display. This lends a home atmosphere to the window. The strip of linoleum is more necessary than one thinks. The window would lose a great

deal of its effectiveness if this were omitted. When planning this window think of some kitchen you have seen that impressed you forcibly. Try and remember what it contained and carry the same idea out in your window display.

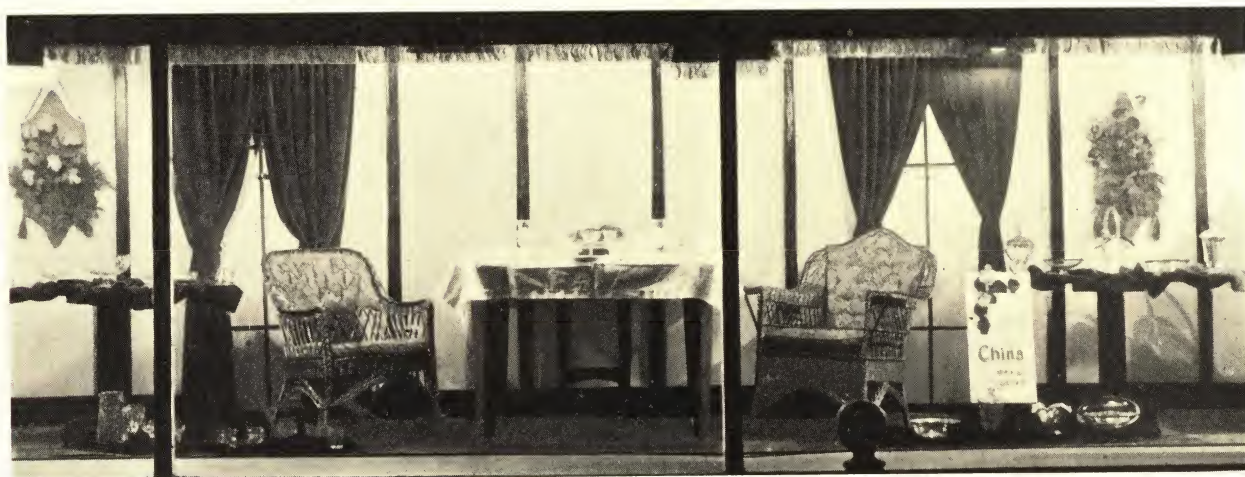
MERCHANDISE

Only one refrigerator and one range are the items around which the window is built. Select the *best* seller in both lines. Then add the table. Borrow it if necessary at the furniture store. Then a few pieces of pyrex ware, and some cooking utensils—not too many. Some food might be shown on the shelves of the refrigerator. Manufacturers furnish lithographed cut-outs of meats, and other foods which can be set on the shelves. A kitchen ladder stool might be added.

CARDS AND ADVERTISING

In the instance of this window it was used in connection with a formal store opening. At other times a card can be used to call special attention to either the Range or the Refrigerator. In your advertising play up the convenience, the economy, and the general appearance of these items in the home. Tell the women what a new refrigerator or a range will mean to them rather than how they are constructed.

Seasonable in May or June.



SPECIAL DISPLAY

For Various Seasons of the Year

SEASONABLE OFTEN

A strong playing up of household merchandise results in better business. Women invariably like to view merchandise such as they need in the home. There are no special seasons for these items as housekeeping continues throughout the year. People must be fed in winter and summer. Trim windows for the women, and do it often.

THE PLAN

Truly this is a beautiful window. It is full of suggestions that you can take and adapt to other windows of your own choosing. How nearly the effect of a beautiful home is portrayed here, we will leave to you to judge. This window sold merchandise because of the very points we are emphasizing. It served its purpose and did it well.

THE FIXTURES

Two pedestals are used on each end. There are boards laid across each one covered with velour which is then carried down to the floor and artistically draped across the window. The two rockers and the table in the center give a room effect to the window. Chairs and tables can easily be secured for the occasion. A table cloth or lunch cloth

should be used on the table on which can be shown either glassware or silverware. The window effect in the back of the show window is secured by painting stripes on the wall board to represent the sash frames of the window. Portiers or velour curtains are hung up to complete the picture.

MERCHANDISE

Glassware, Pyrexware, Chinaware, or Flatware can be used in this display. A few articles are set on each of the pedestals and on the velour that is draped across the floor. No items are placed on the uncovered floor. Then the table is set with glassware as if ready for a meal. Do not fill this window full of merchandise or place any in other positions except as suggested. Notice wall ornaments made of cardboard and artificial foliage. Two of these should be made up and used at different times in your windows when the finer and better looking items are shown.

CARDS AND ADVERTISING

An ornamental show card adds to the selling power of the window. The card calls attention to the chinaware at reasonable prices. Notice the effect secured by a spray of foliage fastened to the corner of the card.

Trim windows for women, frequently.



SPECIAL DISPLAY

Novelty Paint Window

WHEN TO USE

Painting is best done in the fall or spring. Interior work on floors or on walls should have attention in the late winter, especially where the painting is to be done by the members of the family. There is leisure time for such work in January and February and you are not making any mistake by featuring paints occasionally during these months.

HOW TRIMMED

This is a window that attracts by its extreme simplicity and its novelty. It readily draws the attention of the people on the street and what they see is not soon forgotten. It is not what is in the window but rather what is left out of it that creates the impression.

FIXTURES

Any fixtures used beyond those that are shown in the picture would spoil rather than improve the window. A small box is placed in the center of the floor and covered with velvet or velour. Then there are placed at both ends of this center piece a card board cut out of a hand pointing downwards towards the floor. Simple is it not, and yet how emphatic.

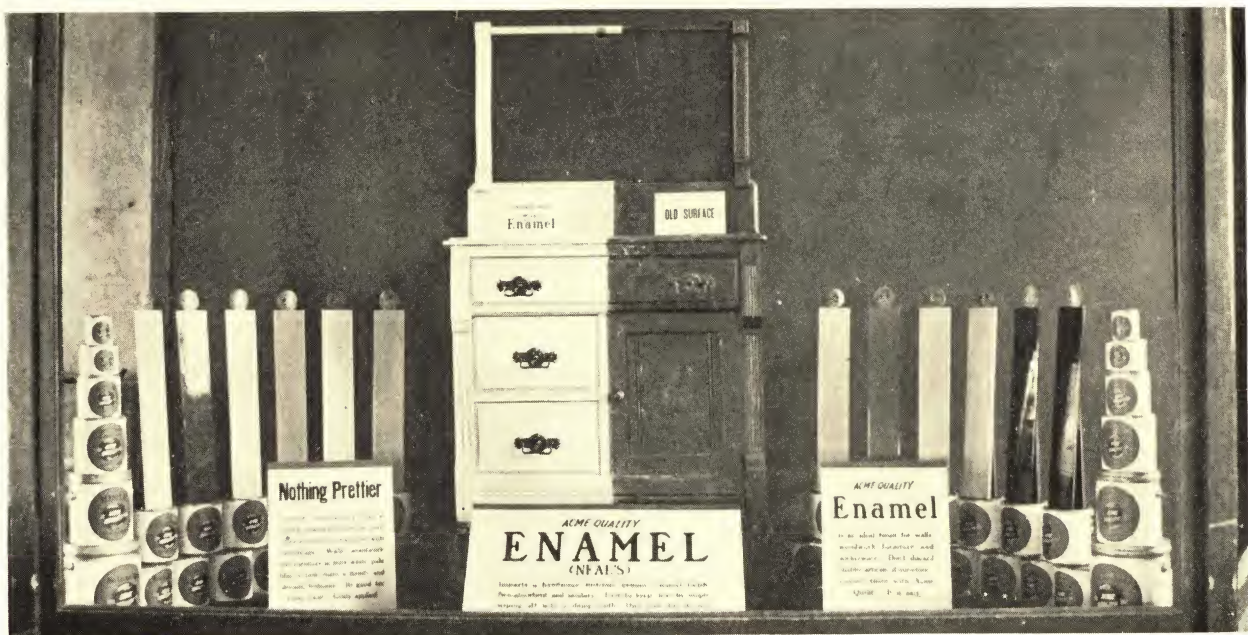
MERCHANDISE

One can of varnish is shown on the velvet covered box in the center of the window. This is a varnish window and the varnish shown must be floor varnish. Then the floor of the entire window has been freshly varnished. In doing this do not fail to scrub the floor of the window thoroughly and sand paper off any spots. Let the window shine in its newness. Give it a sufficient number of coats of varnish so that it will well advertise your product. The hands pointing to the floor bring the attention of the looker to what floors will look like when one uses this particular brand of varnish. *Do not show but the one can of varnish in this window.*

CARDS AND ADVERTISING

Two show cards such as are furnished by the manufacturers of paints and varnishes are placed at the extreme corners of the windows. If you do not have such cards, two cards may be lettered by hand calling attention to some special quality of the varnish. A manufacturers plate ad is perhaps the best advertising you can get as it is difficult for the ordinary merchant to talk varnish as it should be done.

A display for early spring painting.



SPECIAL PAINT DISPLAYS

WHY PAINT

It is acknowledged that the profits realized in selling paints is made in specialties and varnishes rather than in house paints. That is why you can afford to repeat paint windows at intervals throughout the year. Windows like the above are realistic. They appeal directly to the eye. They answer the question of "What will this paint or stain actually do". In one window the article of

furniture selected is old so as to show by contrast the improvement made by enameling it. In the other, the floor boards nailed up in squares, should show one side as having been used, but freshly scrubbed and on the other side the same floor painted or stained.

These displays can be readily analyzed from the picture.

Display about middle of January and also in March.



SPECIAL DISPLAY

Sauerkraut Season

WHEN SEASONABLE

This will have to be largely determined by the dealer himself. The display must precede the season when kraut is being made in the community and no doubt, this varies with the location. All through this book it will be found necessary to vary somewhat the time suggested for the displays and also to interchange some of the merchandise in the displays, due to the fact that the windows shown in this book were made in Northwestern Wisconsin. As the seasons vary and the location changes, so do the displays.

HOW DISPLAYED

Show a complete line if possible. The season is short and you must push hard in order not to carry over too much of this merchandise. Notice how a window of such uninteresting merchandise can be made attractive by a little of the artistic being introduced into it.

FIXTURES

A beautiful and appropriate portable background has been used to back up the display. This

is decorated in fall colors of browns and yellows. The artificial grape vine foliage with clusters of grapes hanging down, suggests the season of the year. Three pedestals support the center, and the two cider kegs on the side, complete the fixtures used.

MERCHANDISE

A variety of jars ranging in size from twenty gallon on down to three gallon are shown. Then there are kraut cutters in variety. Cider kegs of three sizes are shown. Also an assortment of small crocks. There is a size for every need. Surely the variety ought to please the prospective buyer.

CARDS AND ADVERTISING

Talk your line, its completeness and reasonable prices, in your advertising. Show a list of sizes carried and the prices on each the same as is shown in the window card. There is good money to be made on this merchandise and the one who carries a complete line and pushes the sales at this time will accumulate a nice little profit from the sales made.

The time for this display depends upon the season.



SPECIAL DISPLAY
Screen Windows and Doors

WHY THE EMPHASIS

A large stock of screen doors is often found in hardware stores. Sales vary in different seasons and it is hard to forecast the demand. The merchant with a large stock left on his hands should feel the necessity of making a special showing of this merchandise and to feature a price that will move it before the end of the season.

NUMBERS DESIRABLE

Every passerby must be impressed with the fact that screen windows and doors are being slaughtered because of the quantity on hand. Different sizes and styles are shown. Screens are piled in the window. Everything is done to make the looker feel that there is a perfectly legitimate reason behind this special sale of doors and screens at such wonderfully low prices.

FIXTURES

No fixtures are necessary. Pedestals are formed by piling up the screens and the background of the display are the doors set up against the regular

background. An orderly array of screens across the floor leave very little room open in any part of the window.

MERCHANDISE

The number of styles of doors and screens shown will depend upon the variety you carry. Here are six styles of doors, and three styles of screens, shown in their different sizes. There are long and short screens—and others wide and narrow. Some have metal and some have wood frames. It is inconceivable that any window could be found but what could be fitted out of such an assortment.

CARDS AND ADVERTISING

If a special price is being made this must be emphasized by a good sized card or two, set in your window or fastened to the upper part of the screen doors. Then special price cards can be tacked on the center frame of each door and also on some of the piled up window screens. Be sure the inducement to buy is evident to the one who looks into your windows. If newspaper space is devoted to this selling event, then explain why you are making such low prices and what the reductions amount to.

Show this window preceding fly season and then again about the middle of the summer.



SPECIAL DISPLAY

Fishing Tackle and Electrical

NEW SPRING TRADE

After the dullness of the winter months, the sportsman and the angler wait impatiently for the opening of the fishing season. Tackle can be shown long before the season is on. The fisherman is interested and will begin to lay in a supply far in advance. A display such as this is of course, most appropriate, just before the season opens. And there in this window separated from the fishing tackle by a divider, is a display of electrical appliances for the home. The timeliness of this display lies in the approach of warm weather. Hot weather cooking is made easier by the use of electrical toasters, grills, etc.,

A CITY WINDOW

This window is typical of the city store. It contains many good ideas adaptable to any store even in a small town. This display was made in the window of a store in a town of 5000 people. Many favorable comments were heard. The window trends towards the artistic. Daintiness is the watchword.

FIXTURES

A short and long pedestal is used in the left hand side of the window. Two plateaux raise a part of each display off the floor. Velour for draping lends richness to the window. Trellis work decorated with vines together with the special back-

ground makes of this a most pleasing window. The trellis work is made with a stand and is portable and can be set in other parts of the store for decorative purposes. The backgrounds are also removable and may be used in connection with other displays.

MERCHANDISE

In the display at the left is found a fisherman's complete outfit such as the trout angler would use. Only such quantities of merchandises are shown as are usually found in the kit of a man who loves the sport. Part of the merchandise is displayed on the pedestal and the plateau and part on the floor. On the other side of the divider is a separate display consisting of two electrical percolators, three toasters one grill, one baking dish, and a vacuum cleaner. A basket of flowers is set on a low pedestal on the corner of the center plateau. Many combinations can be arranged by using pedestals of various heights in connection with platforms or plateaux.

CARDS AND ADVERTISING

The "Formal Opening" card shown here should be eliminated. Note the card on the left side of the window. Its very neatness is in keeping with the rest of the window. A similar one could be used to call attention to the vacuum cleaner. Advertise diligently at this time. Push lines like these for they carry a good profit.



SPECIAL DISPLAY

Pyrex Ware

GOOD AT ANY TIME

Pyrex ware is seasonable the year around. A window like the above lends itself best to the gift giving seasons. Yet displays of this nature sell goods during other seasons. It makes a good fill-in window where you are preparing a special window for the men on one side of your store and a window for women on the other. One authority on window trimming said "Trim one window for the men and one window for the women, every week". He was right. It pays in profits accumulated.

HOW PLANNED

In a window of this type it is necessary to show many small items. A display of such character must be raised up to meet the eyes of the looker. This is done by means of the fixtures described in the next paragraph. Manufacturers' posters and advertising used place stress upon the name, "Pyrex".

FIXTURES

A white enameled kitchen table with porcelain top is placed in the center of the window. Pedestals are also needed. Do not use two pedestals

of the same height. Such a display tends towards a mechanical appearance. Dividers are set up close on each side to concentrate the attention on this display alone.

MERCHANDISE

A good assortment of Pyrex ware will bring you business. Just a few pieces selected "hit or miss" will not increase your sales whether displayed in your store or in the windows. Tea pots, baking dishes, bread pans, pie plates and casseroles are always good items in this line. Cake pans and bowls may also be added. Show your entire line in this window as a woman does not always recognize all her needs until she can see the merchandise grouped together.

CARDS AND ADVERTISING

With the amount of literature issued by the manufacturers of Pyrex ware, one need not be shy of good cards and posters to decorate a window of this kind. The window cards are used effectively in this window. They are easily read and yet do not hide any of the merchandise. Plate advertising can also be had for the asking. Tell your jobber about the cuts you want and he will get them for you.

A timely display to precede Thanksgiving.



SPECIAL DISPLAY
Holiday Merchandise

A GOOD WINDOW

Christmas displays can take on many forms. One thought must run through them all and that is that your window shall convey holiday sentiment to all who see them. You must use coloring in abundance. This coupled with the brightness or lustre in the gift goods lends a cheering atmosphere to the display, which warms the heart and opens the pocket book.

THE PLAN

A large store naturally features a wide line of holiday goods. This window is built up to show an assortment complete enough for the most exacting. Gifts are found in it for every member of the family. It takes great thought to build up a display as large as this and still keep before the shopper every item of all the lines shown.

FIXTURES

A number of pedestals are used at the right side of the window. In the center is a pyramid of boxes covered with crepe paper. A shelf effect is obtained in this manner. Christmas bells, crepe paper, streamers and fancy holiday decorations are found in abundance. The large bell hung from the ceiling with the festoons of ornaments is very attractive.

MERCHANDISE

It would be physically impossible to enumerate the articles found in this large window. As we look through it we find Thermos bottles, Carafes, Coffee Pots, Percolators, Casseroles, Baking dishes, Lunch Kits, Alarm Clocks, Toy Sets, Shaving Mirrors, Safety Razors, Shaving Brushes, Dresser Clocks, Tea Kettles, Roasters, Carving Sets, Berlin Kettles, Handy Cooking Outfits, Glassware and other cooking utensils. It is not an assortment that would particularly impress the passerby, with any one thing, but he would be apt to carry away with him the thought that surely there is a good assortment of Christmas gifts to be found at this store.

CARD SIGNS AND ADVERTISING

The signs in this window are artistically done. The large card emphasizes that here are gifts for every member of the family, and urges immediate selection. Smaller signs speak of other lines of merchandise shown. No doubt, a merchant so progressive as to come forth with a display as elaborate as this is, knows the necessity of concentrating on his advertising and spends a good portion of his allowance at this time.

May be used between November 15 and Christmas.



SPECIAL DISPLAY

Graniteware Window

GOOD AT ANY TIME

It would be nearly impossible to set definite seasons on such merchandise as cooking utensils in granite, aluminum or tin. There are very few peaks in the year. Women buy such merchandise as they need it, and in the every day work in the kitchen, they require new items every once in a while. Keep your store in their minds by frequent window displays of nice kitchen ware.

PLANNING THE WINDOW

The shape of this window and the size proves how impossible it would be to propose a line of displays which would be suited to windows that vary so much in size as store windows do. A display as large as this would fill three ordinary windows. Each of these thirds may be considered from the standpoint of a separate display. We are featuring this window for the ideas that may be gained from the way the goods are displayed.

FIXTURES

A number of pedestals are used in different parts of the window to raise some of the articles off the floor. To the extreme right may be found a kitchen table, and in front of it three pedestals of different heights. Over these is draped a strip of velour and the effect obtained is that of three

steps upon which merchandise is placed. In the center a platform covered with cloth or velour supports the large cut-out picture which makes a beautiful center piece for the display. More pedestals and a table are used to the extreme left. All told it is a window of wonderful display, considering the number of items that are shown. No special treatment of the regular background is necessary.

MERCHANDISE

In this instance a certain brand of white ware is emphasized. A large variety of items in various sizes is carried in a store as large as this. With less room in the window, a narrowing down of the line would be necessary. Do not crowd windows any more than what you find in this picture. Be sure that every item is spotlessly clean. Let the merchandise be white in more than name.

CARDS AND ADVERTISING

In the larger town your ad would probably be made up of many items, using a small cut of each one and giving prices on a number of the best sellers. In the country weekly a small ad with more space given to the line itself and emphasizing cleanliness and durability, would be used. With cards furnished to you by the manufacturer in the window, other cards will not be found necessary.

Use in April, May and August.



SPECIAL DISPLAY

Stove Room Display

NOT A WINDOW

An effect almost like a show window has been obtained by this display in the corner of a stove display room in a certain hardware store. The average stove display found in hardware stores does not do justice to the stoves that are offered for sale. A stove is improved by the atmosphere in which it is shown. Put it in place with nice kitchen furniture to surround it and it takes on an added ten dollars in value, immediately.

THE IDEA

A special display of one single range at a time is created by this screen effect placed behind it. The stove in the display is changed once a week, otherwise the display remains the same. The range can either be moved into the corner, or the screen and the furniture moved to the stove. You will be surprised at how easy it becomes to sell a stove so displayed.

HOW CONSTRUCTED

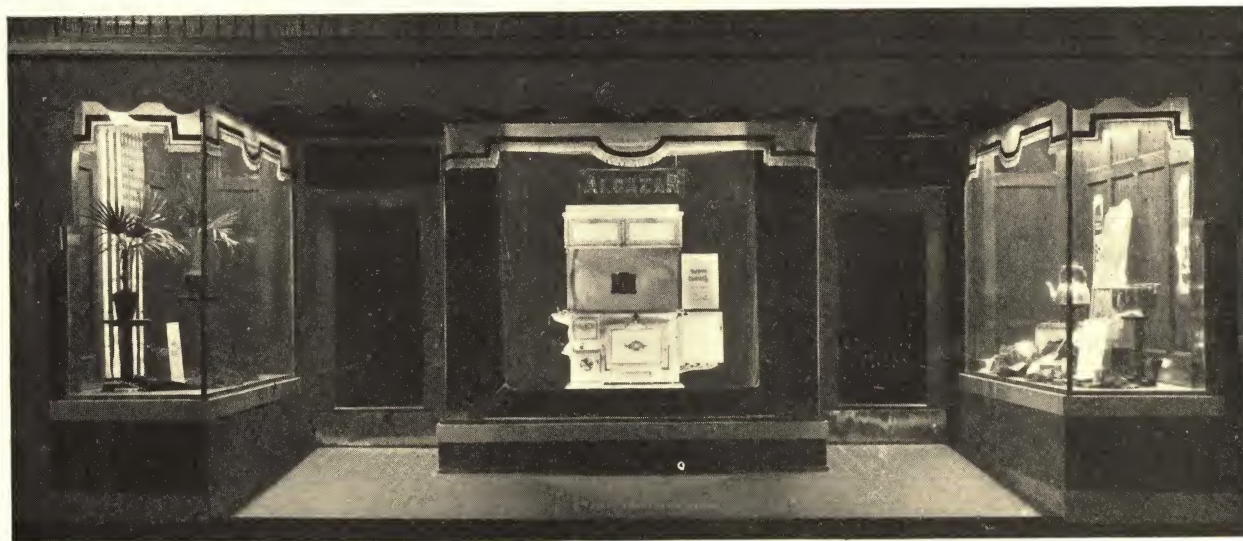
First a screen is made with a 1"x4" frame. Wallboard is used for the panels, tacked on the

back of the frame, or canvas may be stretched over it with the same effect. The frames are hinged together the same as any screen you purchase in a furniture store. Paint the frames and kalsomine the panels and the job is complete. A small shelf is fastened to one panel and nails are driven in several places upon which cooking utensils are hung. Provide a table, a chair, a flour bin and a few pieces of white ware and the display is complete. Yes, and do not forget the strip of linoleum on the floor. Without it, your entire display would lose much of its effectiveness.

MERCHANDISE

Select your best looking stove. Polish it until every nickle plated part shines like a mirror. Give all iron parts at least three coats of blacking. Then secure a white kitchen table and preferably a chair that you can enamel white. Tea and coffee canisters, a few pieces of granite ware, a flour bin and that is all. The cut-out picture of the lady by the stove can be secured from some stove manufacturers. Also the poster shown on the wall of the room. The artificial ferns also liven up the display and should not be omitted.

Used the year around.



STORE FRONTS

THIS ONE A MODEL

Surely no finer store front than this could be desired by the ordinary hardware merchant. This front was designed to take the place of an old fashioned wooden frame, store front, that had served its purpose for more than 30 years. And now—this store is the talk of the town. Here in a town of less than 4000 is found a front, fine enough for the finest street in a large city, and yet this merchant feels that these beautiful windows are earning him a good rate of interest on his investment, in his little town, every day.

CONSTRUCTION

The idea behind a front of this type is to have two side windows for smaller merchandise and one large window in the middle for ranges, heaters, washing machines and other items of considerable size. The side windows are easily trimmed with small hardware, because they are not very deep. A few fixtures, a piece of velour and that is all that is required. The two entrances are used to balance up the front rather than because of any necessity owing to the width of the store. This style of a front lends itself to a store, 20 feet wide

and up to 28 or 30 feet. The backs are paneled in either oak or walnut finish, if the real woods are found too expensive. Two large doors admit, easily, ranges and other large hardware to the center window. Metal frames are used around the glass, and below the windows, brick with sandstone copings are found. The prism glass above not only ornaments the front but also reflects additional light into the store. All told, the cost of a front of this kind is not prohibitive.

HOW TRIMMED

Windows of this type are easily trimmed. The setting of the front has much to do with making even an ordinary window trim look effective. The lighting is good. Valances above at the top of the glass tune up the window. Pedestals and plateaux should be used in the side windows. A piece of velour, or velvet, draped or ruffled upon the highly polished floor, gives it the appearance of the department store window. Surely hardware merchants appreciate the drawing power of the large store windows, and this should awake them to the fact that they must do more with their windows in order that they may realize from them their full worth.

Write your Association for Special plans of store fronts.



OPEN AND CLOSED WINDOWS

Use of Portable Background

WHY NECESSARY

We call your attention to the picture above—a beautiful store with fine fixtures and good looking front. Yet something seems to be lacking. As we examine it more closely we decide that it is the lack of show windows properly trimmed, and with a background behind the display to force the attention of

the passerby down unto the merchandise, that is lacking. So we are showing you another picture of the same store front with the windows completed. Windows well trimmed sell merchandise. The investment in backgrounds and fixtures is small compared with the amount of added sales created by windows so equipped.

Fixtures make easy window trimming.



SPECIAL DISPLAYS

Backgrounds and Fixtures

WHEN NECESSARY

Backgrounds are needed in all show windows in order to focus attention on the merchandise to be sold. Again backgrounds decorate a window and enrich the setting of the merchandise. In all windows where only a low background is in use, and sometimes none at all, a portable background can be set up to a good advantage. You will find this well illustrated on the previous page. Again a background of this type, carrying as it now does the "Gifts of Utility Hardware" slogan in water colors

is an ornament to any window and should be used frequently to surround your display even where a permanent background is being used.

The second picture illustrates the use of the W. R. H. A. Window fixtures in building up a window. In this display are used seven pedestals and cross tree and you will admit that it makes a great improvement in the general appearance of the window. Study your needs in fixtures and backgrounds and supply yourself with them through your State Association office.



HARDWARE WINDOW FIXTURES

FIXTURES NECESSARY

Fixtures for show windows can be bought or you can make them. It is not a question of how you get them—but *do get them*. A window trimmed with boxes and temporary shelves, poorly constructed, even when covered with the customary crepe paper, are none to beautiful. A little extra outlay for nicely finished fixtures of the right shape and size, once in a period of ten years or so, is one of the best investments you can make.

WHAT FIXTURES TO GET

The fixtures shown above have been made by your Association and distributed to a large number who are now using them. This set was designed after experimenting for many years with different sizes of pedestals, plateaux and other kinds of display apparatus. The set as it now stands is as complete as the ordinary store needs to properly equip two windows. There will be times when you do not use all of them and again in other windows you will use every one to a good advantage.

SIZES AND KINDS

Four of the pedestals are made with 8"x8" top and base. The pillar is tapered being 4"x4" at the bottom. These pedestals are made in 12"x18"x-24"x30" heights. The smaller pedestals are made with a 2"x2" standard and with a 6"x6" top and

base. The heights are 6"x12"x18" and 24". The center platforms or plateaux are made with 18"x24", 24"x30" and 30"x36" tops. The top is made of wall-board and sets flush into the frame. It is removable and can either be kalsomined or covered with velour, or cloth to a good advantage. The cross tree is about 4½' high and has two arms. There are five places on this fixture where merchandise can be placed. These tables on the arms and top are 6"x6" in size. Then there should be included in the set, three boards, stained to match the rest of the fixtures. These are merely pieces of boards with the edges slightly rounded, in sizes 10"x18", 10"x24" and 12"x32". They are made of one inch lumber. These boards are placed on top of the pedestals or across between two pedestals in order to get increased display space. Again a pleasing effect may be secured by setting a smaller pedestal on top of a large one and placing a board under the smaller one setting articles to be displayed out on either end of the board.

OTHER ITEMS NEEDED

The above list would not be complete if we did not mention at least two strips of show window velour of fast color. Three yards in each piece should be sufficient. Then a small supply of artificial foliage and two or three artificial palms would complete an equipment that would make your window trimming simple and yet effective.

Write Association office for prices on fixtures.

